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# A Hotel Facility for Clemson, S.C.

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*Clemson University*

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# A HOTEL FACILITY FOR CLEMSON, S.C.

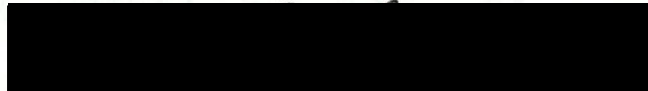
A terminal project submitted to the faculty of the  
College of Architecture, Clemson University, in  
partial fulfillment for the degree of


Master of Architecture.


December, 1980

Derek Lee Hodge

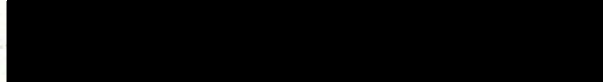
Approved:

  
Committee Chairman

  
Committee Member

  
Committee Member

  
Head/ Department of Architectural Studies

  
Dean, College of Architecture

# ACKNOWLEDGMENTS

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620751

to my Columbia connection for understanding everything  
and constant motivation

to my classmates for their late night comedy routines

to my committee for enduring everything and getting me  
through



DEDICATION

to my parents for that lasting source of  
love and support

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# PROJECT DESCRIPTION



This project is dedicated to developing a first class hotel facility on a site that holds extraordinary potential as a pedestrian connector between the two major commercial areas of Clemson, S. C. It is anticipated that the hotel will become a major focus for the town because of its location and the activities it will provide. In addition to 240 guest rooms, the hotel will contain convention meeting spaces, a restaurant, night club, and retail commercial facilities. It will be located off College Avenue adjacent to Lake Hartwell on the property formerly occupied by the Winn Dixie store. This close relationship to the lake will permit a unique waterfront development to be incorporated with the hotel.

To implement the project, certain assumptions will be made in regard to the site:

- 1) That extensive dredging may occur within the U.S. Corps of Engineers right-of-way and that this area become jointly owned by the hotel complex and the Town of Clemson.

- 2) That the zoning ordinance be varied to allow a structure taller than the present 65 foot limit.
- 3) That the location of Keowee Trail may be altered.

# PROJECT OBJECTIVES

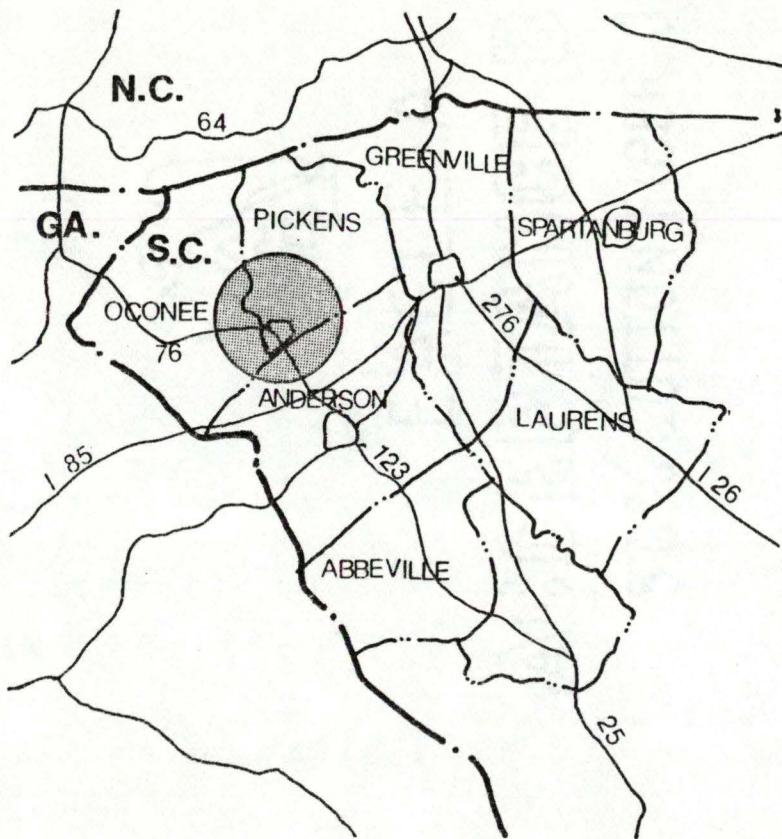
## PROJECT OBJECTIVES

- 1) The complex should provide optimum hotel accommodations with flexibility of use and provisions for moderate expansion.
- 2) The complex should encourage a pedestrian linkage between the city's two major commercial areas.
- 3) The complex should dramatize the presence of Lake Hartwell as a vital community resource.



THE SETTING





## THE SETTING

Clemson is located in Pickens County which is situated in the Northwestern Piedmont area of the State of South Carolina. It is on the former Southern Railway Line, now operated by Amtrak, and is serviced by two major highways, U.S. 123 and U.S. 76. The city is situated almost at the mid-point between Charlotte and Atlanta, and is 10 miles west of Interstate 85 which is the major connector between these two cities. Nearby cities within a thirty-minute drive include Anderson, Easley, and Greenville, S. C.

Clemson is probably best known as the home of Clemson University, a land grant school with an enrollment of over 10,000 students. The population of the city itself is 8,040 according to the 1980 census. The shoreline of Lake Hartwell, a man-made reservoir developed in the late 1950's, defines the western edges of the city.

The climate of the Clemson area can be described as temperate and is strongly influenced by mountains to the west and north. Summer heat is somewhat moderated by the elevation of the terrain. "Indian Summer" which lasts from late September to November makes Fall the most pleasant time of the year. The shielding effect of the mountains allows the area to experience relatively mild winters. Spring weather is unpredictable, with periods of windy, cold weather intermixed with pleasant warm spells.

ACTIVITY DESCRIPTION



## ACTIVITY DESCRIPTION

In addition to lodging for visitors to Clemson and the University, the proposed hotel will provide much needed convention and recreation facilities for the city. Dining and entertainment areas as well as retail commercial space will also be contained in the building complex. A description of these various activities follows.

### Conventions and Meetings

Numerous university related activities, ranging from continuing education symposiums to social gatherings, occur throughout the year in Clemson. At present these take place in the Holiday Inn which is remote from the campus or the Clemson House which is limited in its facilities. Additional space for these activities, as would be supplied in the proposed hotel, would be welcomed by both campus and alumni groups. Another major user of such facilities would be the numerous mill industries located in the Clemson area.

### Food and Beverage Service

Although numerous quick food services are in evidence in Clemson, very few first class restaurants exist. A dining facility of this nature would undoubtedly be well received in the community. In addition to serving local residents, it would cater to convention participants and hotel guests. Beverage service, accompanying dining as well as in a separate bar and lounge would logically accompany such a facility. A coffee shop with limited menu would also be attractive to these same customers. A banquet catering service operating out of the dining area would be expected to be well patronized, especially by university professional and fraternal societies.

### Recreation and Entertainment

Although university employees have access to recreational and sports activities on campus, a great many other residents of Clemson would undoubtedly



make good use of facilities such as a health club and pool. These would be incorporated in the hotel on a membership basis and be relatively self-sustaining. Hotel guests would, of course, also have access to them. By developing a waterfront in conjunction with the hotel, a passive recreational area for children and adults alike would be added to the city. A future marina would be considered to complement these water related activities. A night club as part of the hotel complex would appeal to both residents and guests who are looking for alternate evening entertainment to that provided presently in Clemson.

#### Commercial

While serving as a connector between Clemson's two distinct commercial areas, the hotel complex's commercial activity would add vitality to and create interest in the waterfront area. Quality specialty shops within this area would be well received by the community and guests of the complex that they would be serving.

### Lodging

Although existing facilities for lodging exist in the Clemson area, very few are of a first class nature. Market studies done for the Clemson area show a need for 250-300 additional units, some or all of which can be of a first class nature. This first class nature of the lodging will dictate the quality of the entire complex. Primarily for overnight lodging and stays of short duration, the units would be available to the general public and groups on a reservation basis.

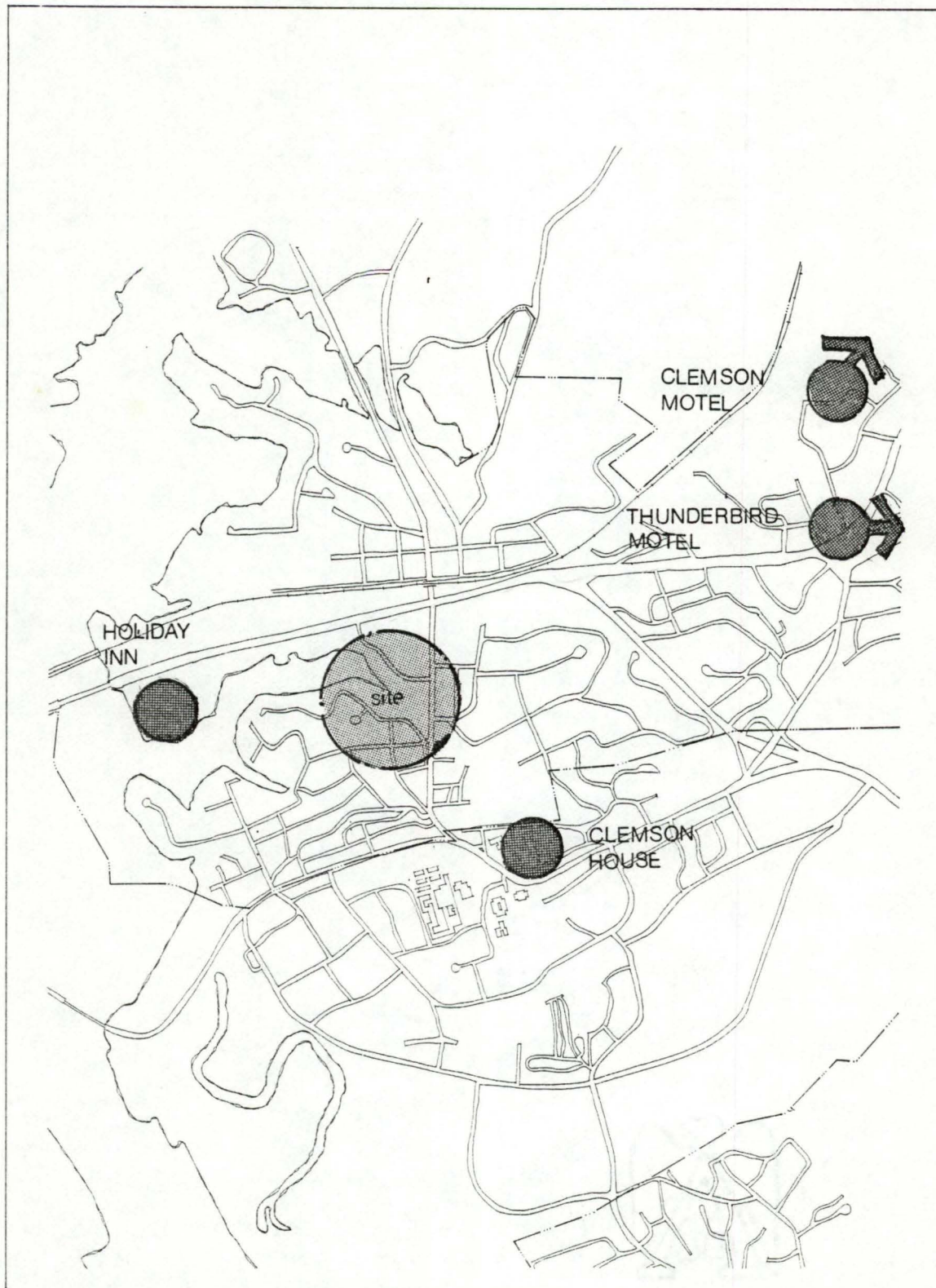
## EXISTING FACILITIES

The following is a description of hotel and motel accommodations in the immediate Clemson area.

- 1) The Clemson Motel is a family operated facility consisting of a dozen rooms without meeting or dining facilities.
- 2) The Thunderbird Motor Inn is another family operated facility for transients consisting of 40 rooms without meeting or dining facilities.
- 3) The Holiday Inn is a national hotel chain facility of 220 rooms. It has a dining capacity of 550 which can be subdivided for meeting areas. There also is a lounge with a capacity of 70.
- 4) The Clemson House is currently used as a dormitory by the University, but 28 rooms are kept available for visitors to the campus. There are dining facilities for 500 and a lounge capacity of 400. Several meeting rooms are available ranging in capacity from 30 to 500. Most of the



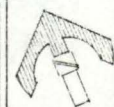
service clubs and organizations in the Clemson area currently use the Clemson House for their meetings.



A HOTEL FACILITY FOR CLEMSON, S.C.

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**EXISTING FACILITIES**





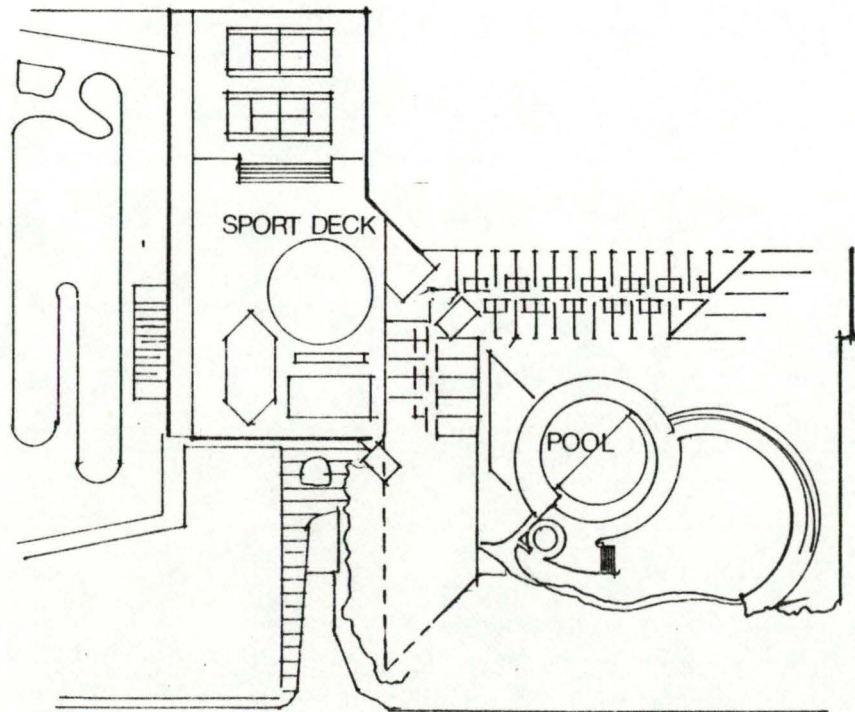
CASE STUDIES

**CROWN CENTER HOTEL**  
 Kansas City, Missouri

**Architect:** Harry Weese and Associates

**Program:**

- 730 luxury guest rooms
- indoor and outdoor gardens
- cocktail lounge
- restaurant
- grand ballroom
- numerous meeting rooms
- pool and health club
- multi-level lobby



**Concept:** To organize the building elements around a large limestone outcropping and to use this natural feature as a transition element between the lobby and adjoining areas.

**Building:** A V-shaped 14 story tower begins at the top of the outcropping with services happening below on the slope. Guests may wind their way through a garden and emerge at

the lounge which overlooks the vast open space. The pool and outdoor garden are sheltered between the two towers where swimmer, sport deck user, visitor, and service circulation is separated.

Analysis: Positive - Outdoor to indoor transition is accomplished easily and without apparent congestion.

Negative - Apparent lack of consideration for the pedestrian can be seen in the treatment of the podium base.



**AMATHUS BEACH HOTEL**  
Limassol, Cyprus

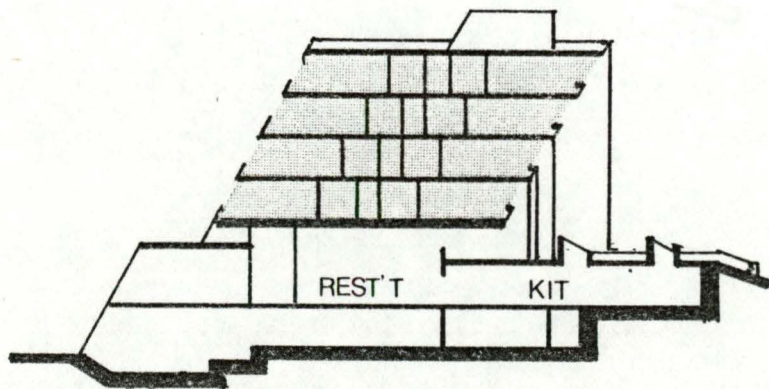
**Architect:** The Architects Collaborative

**Program:**

- 220 guest rooms
- restaurant
- dining terrace
- retail shops
- coastline development

**Concept:** To respond to a unique setting by following the slope of the site, thus reducing the visual mass while still asserting a presence on the rugged coastline.

**Building:** An open feeling is given to the building by bridging the room block over the service core which is either open or fully glazed. As one enters the lobby, an expansive view of the terraces and beach below opens up. Extensive storage areas were not required due to the proximity to a large urban supply center. The building takes on a symmetrical





plan and is built of poured-in-place concrete, in keeping with the ruggedness of the site.

Analysis: Positive - The integration of site and building is handled well in keeping with the concept. The placement of the facilities responds well to the view.

Negative - While well establishing its presence on the coastline, the form seems unresponsive to human scale.

**ROYAL GARDEN HOTEL**  
London, England

**Architect:** Seifert and Partners

**Program:**

- 500 guest rooms
- 4 restaurants
- ballroom and meeting rooms
- parking for 300
- exhibition space
- advanced technical equipment for meetings and conferences

**Concept:** Because of height restrictions a T-shaped was chosen with priority to views given to restaurants and double rooms.

**Building:** Four of the fifteen stories are below grade with two containing parking and two primarily devoted to administration, staff, and storage. Double rooms have private balconies directed toward primary views. Traffic noise is handled by means of an air space between inner and outer panels of the window units.

Main access is from an elevated drive where a canopy denotes the entrance. Housekeeping is accomplished on a ratio of 11-14 rooms for each employee.

Analysis: Positive - Given the tight confines of the site, separation of circulation routes is accomplished without noticeable overlapping. By locating the public spaces with major views in mind, the architects maximized exposure to these views. Negative - The massive form tends to visually overpower the pedestrian. Public areas are not visually connected with the lobby which causes confusion in locating certain functions.



**REGENCY HYATT de PANAMA**  
**Punta Paitilla, Panama**

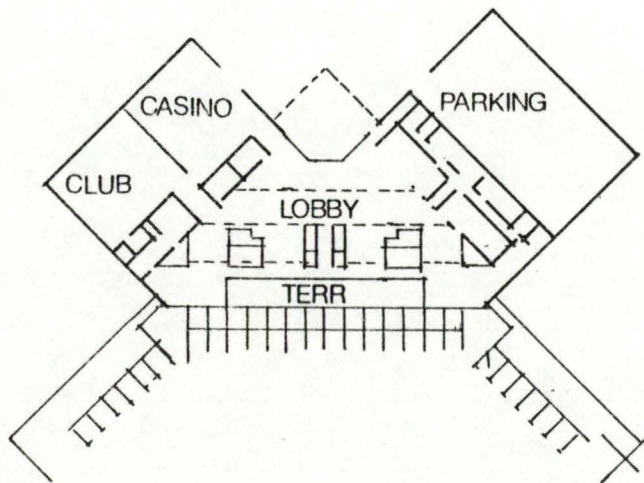
**Architect:** Rader Mileto Associates

**Program:**

- approximately 350 rooms
- casino
- night club
- ballroom
- retail shops
- waterfront development

**Concept:** Given a superb waterfront site with dramatic views of the Pacific Ocean and the entrance to the Panama Canal, the architects attempted to capitalize on these views for the majority of guest rooms.

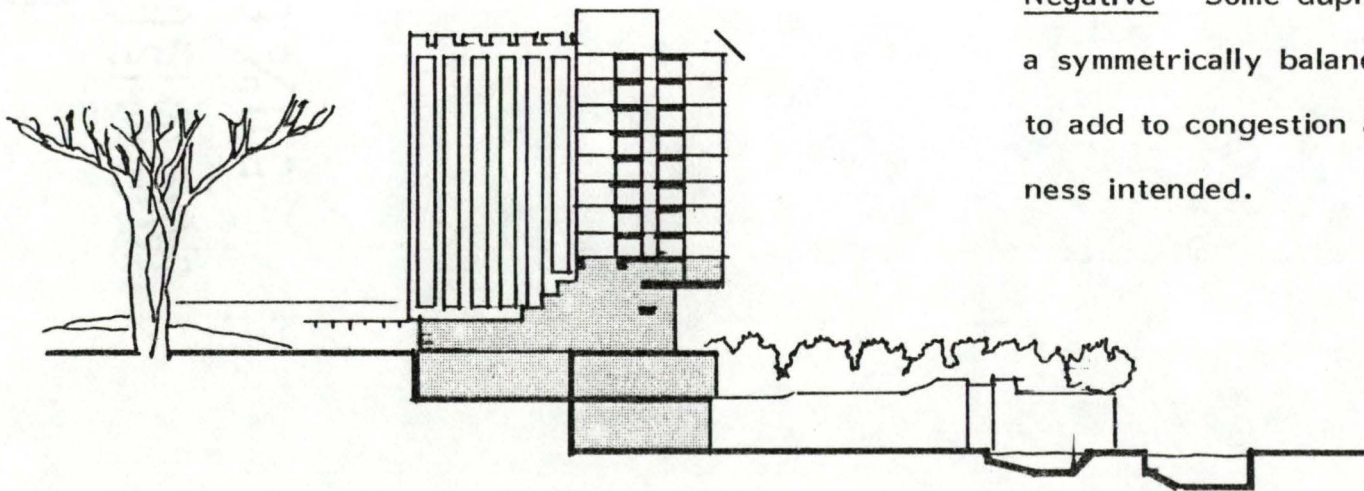
**Building:** An L-shaped symmetrically designed concrete structure with a three-story-high lobby space visually connected to public facilities below by means of an open well. The user flow is downward from the entrance lobby to the public facilities and pool terrace where cabanas are



located. Guest rooms begin above the lobby space. The main entrance is located directly on axis with the programmed spaces and activity areas occurring off the lobby space.

**Analysis:** Positive - Views are maximized with the plan, and the activities seem to function well in terms of circulation within the symmetrical plan. Development between building and waterfront is devoted to the public.

Negative - Some duplication is required for a symmetrically balanced lobby. This tends to add to congestion and destroys the openness intended.



THE SITE





## THE SITE

The proposed site for the hotel complex currently is under-utilized considering the potential of its setting within the City of Clemson. It is a natural valley which is bounded on one side by College Avenue and which merges into a finger of Lake Hartwell on the other. It is located almost directly between the downtown commercial district and the strip commercial development on Highway 123.

Primarily residential developments occur along the edges of the valley, while a mixture of commercial, institutional, and residential occupies the College Avenue frontage. It is within convenient walking distance of not only the previously mentioned commercial district, but also the Clemson University campus.

The site area presently contains a small shopping complex incorporated into the former Winn Dixie store, a movie theater, and a service station.

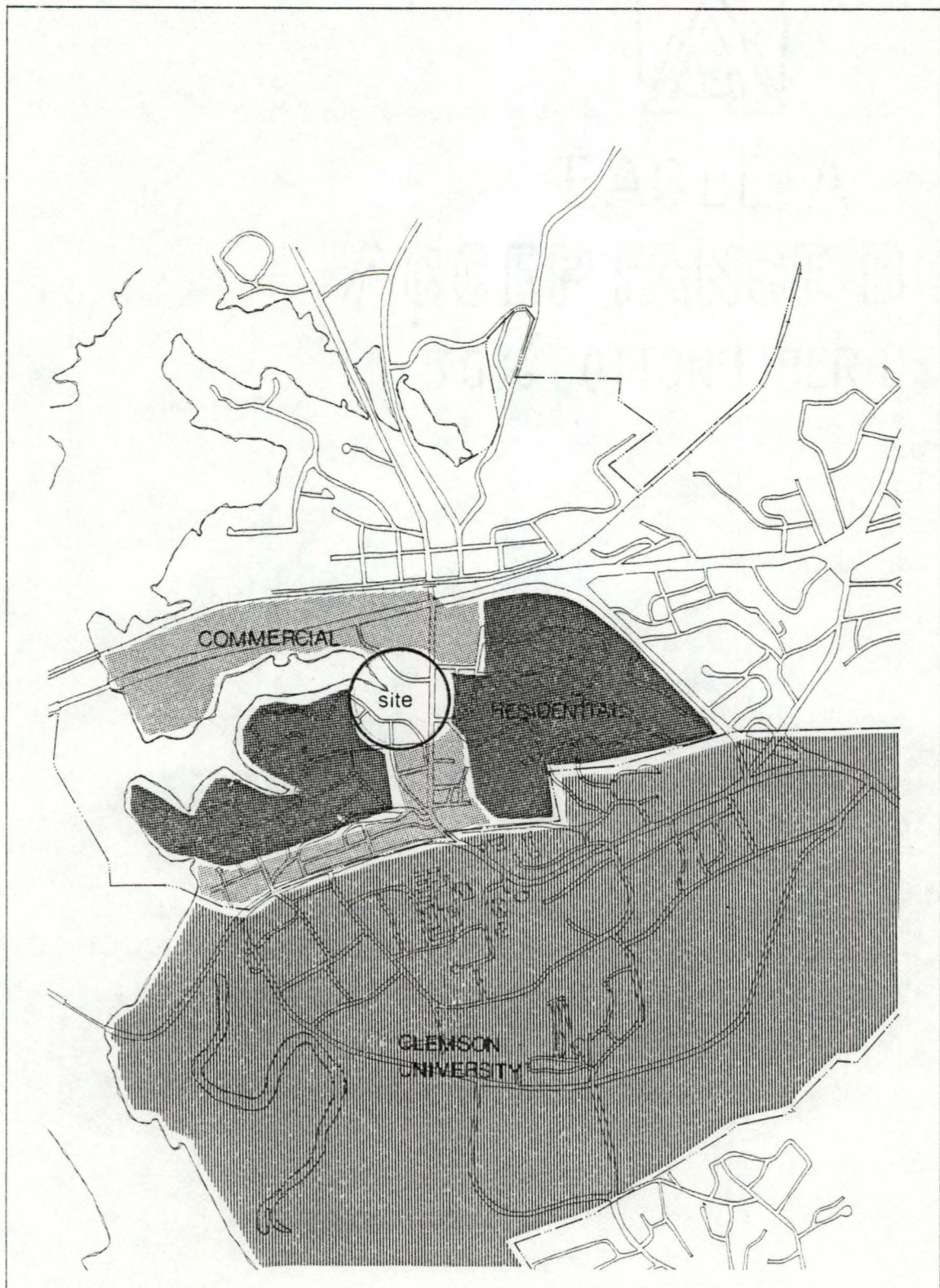
It is bordered by a drainage stream on the southwest which empties into the lake on the northwest. Vegetation, consisting of deciduous trees and underbrush, occurs along this stream. Evergreen trees occur sporadically in other parts of the site.



## LAND ZONING

The lake frontage portion of the site falls under the U.S. Corps of Engineers jurisdiction and is classified "Limited Development." As previously noted, a planning assumption for this project would permit use of this waterfront area. It is further assumed that the zoning of the properties across from the site on College Avenue would be changed to R-2 in order to retain the present mainly residential character of this area.

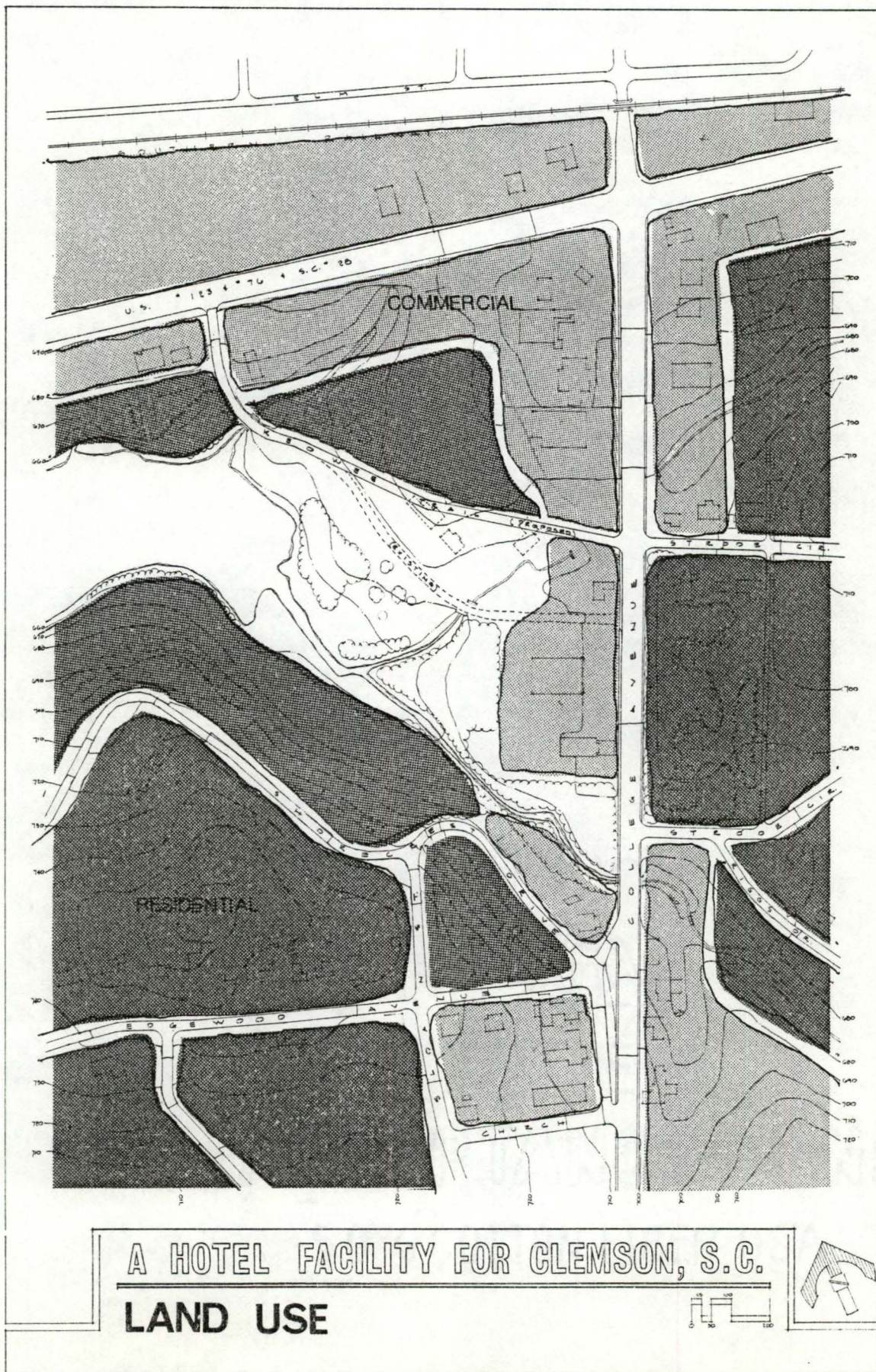




A HOTEL FACILITY FOR CLEMSON, S.C.  
AREA LAND USE







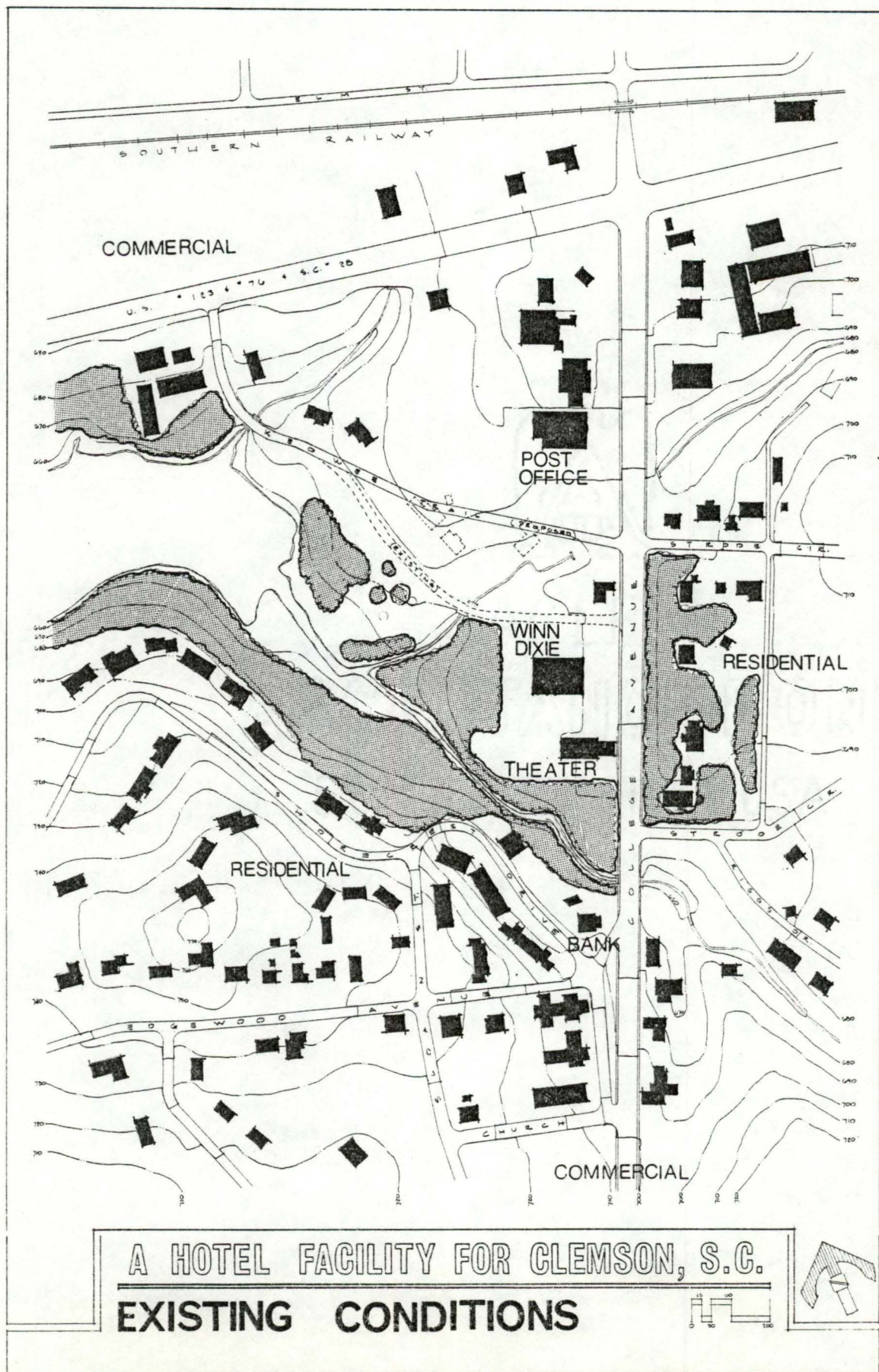


## EXISTING CONDITIONS

The site contains several existing structures which are examined below:

- 1) The former Winn Dixie is an aging single story steel frame building clad in brick and concrete block. It will be considered expendable for the purpose of this project.
- 2) The Astro Theater is a relatively new building, of steel and masonry construction. It is a viable entertainment facility and may be incorporated in the new complex. If this is not functionally possible, it may be removed and its activity relocated in a new space.
- 3) The Texaco Service Station is incompatible with the proposed development and may be considered expendable.
- 4) Several residences along Keowee Trail may be replaced by higher density residential units that would be more consistent with property values in this area.





## SERVICES

The site is serviced with power by Duke Power Company and with water and sanitary sewer by the Clemson Water Department. Fire protection for Clemson is currently handled by the Clemson University Fire Department, but a city fire department may be established in the future. Clemson's Police Department is supported by the Pickens County Sheriff's Department and the S. C. State Law Enforcement Division (SLED). Sanitary waste removal is handled by the town's public works division.



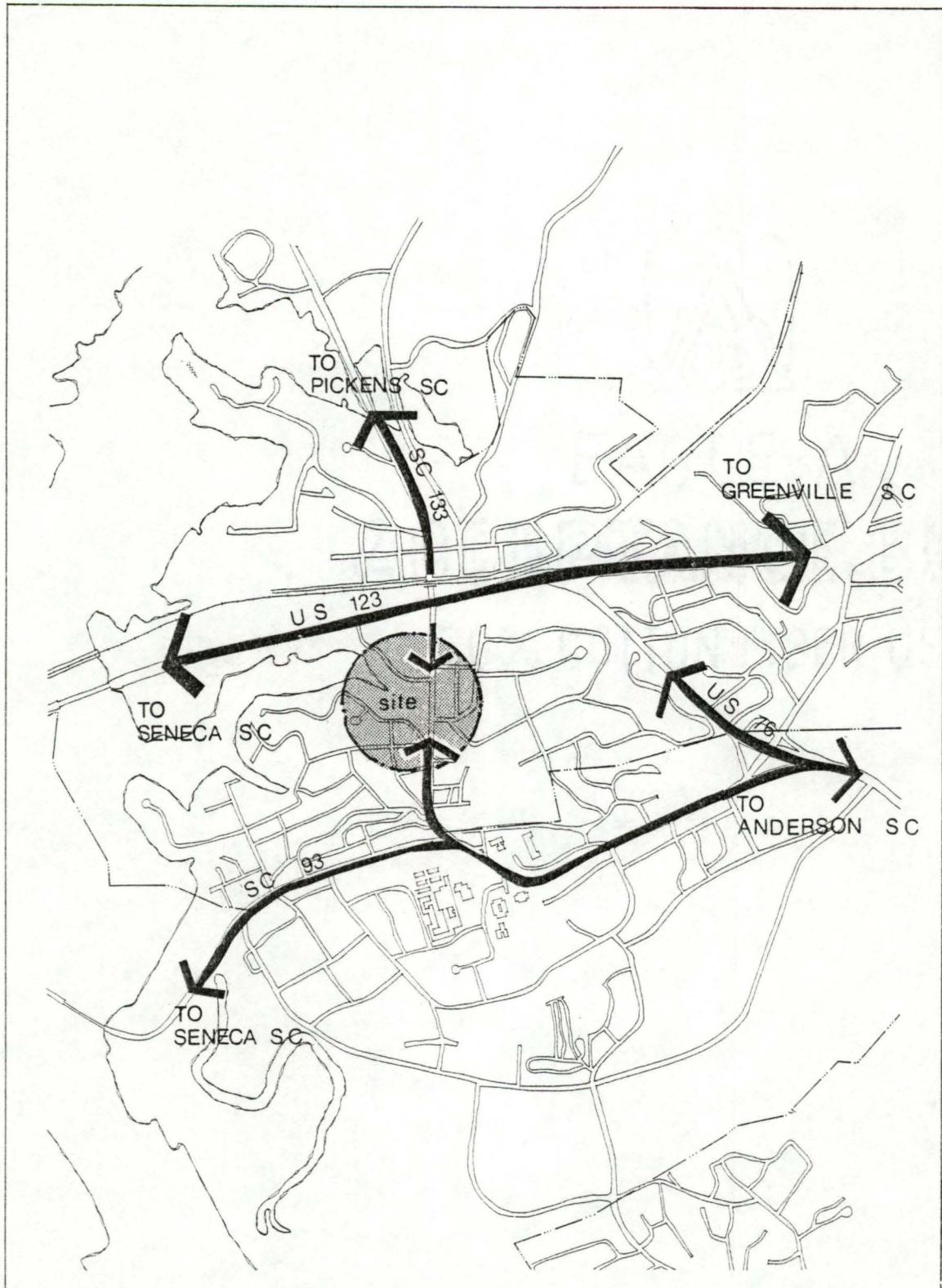
## SITE CIRCULATION

Vehicular access to the site is by U.S. 123 from Greenville and Seneca, and U.S. 76 from Anderson to College Avenue (S.C. 133) in Clemson. Access also occurs from Lake Hartwell.

Major pedestrian traffic is from the University area and along College Avenue.

Minor circulation, both pedestrian and vehicular, occurs along Keowee Trail.

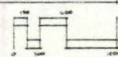




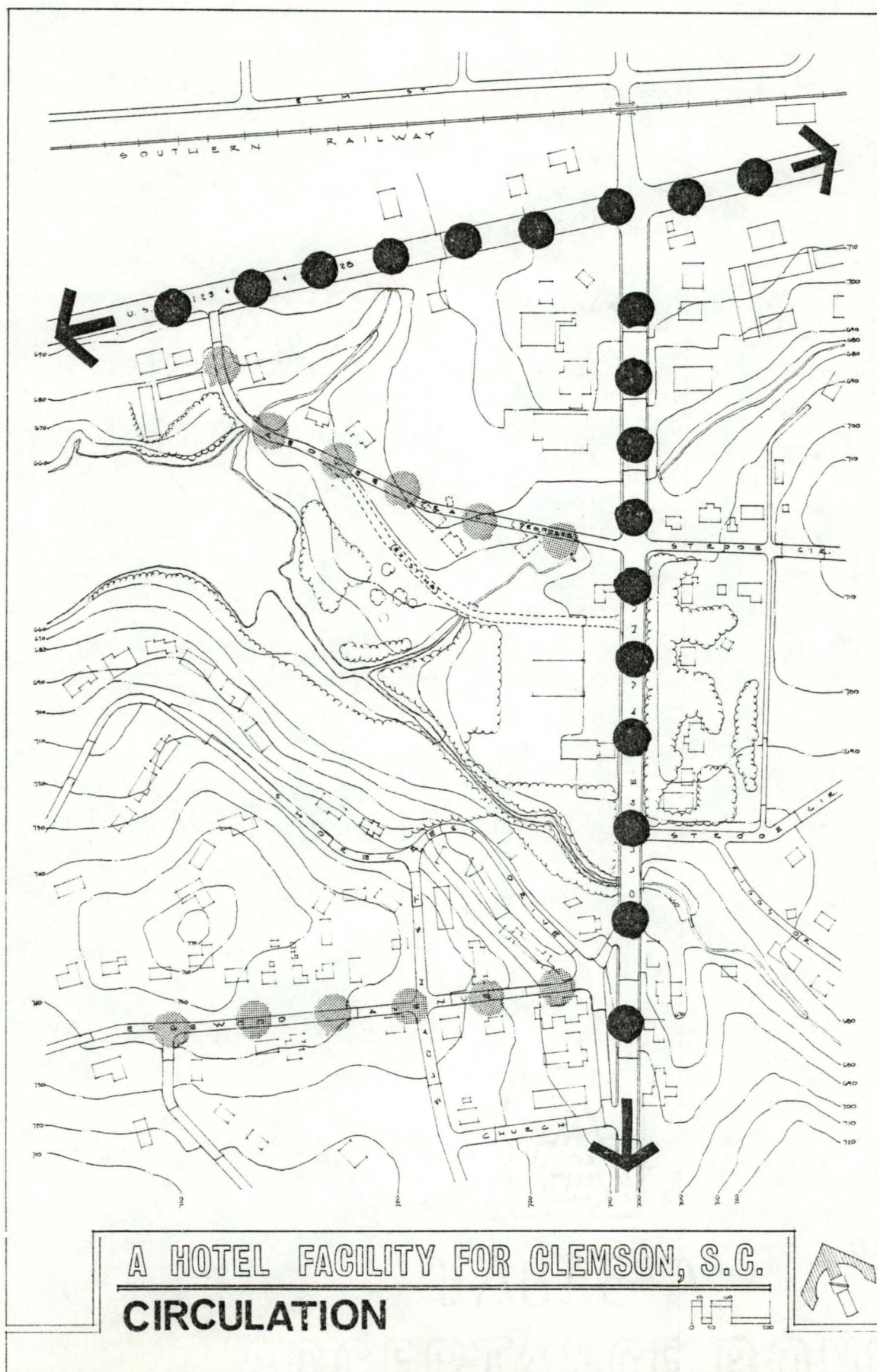
A HOTEL FACILITY FOR CLEMSON, S.C.

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**CIRCULATION**





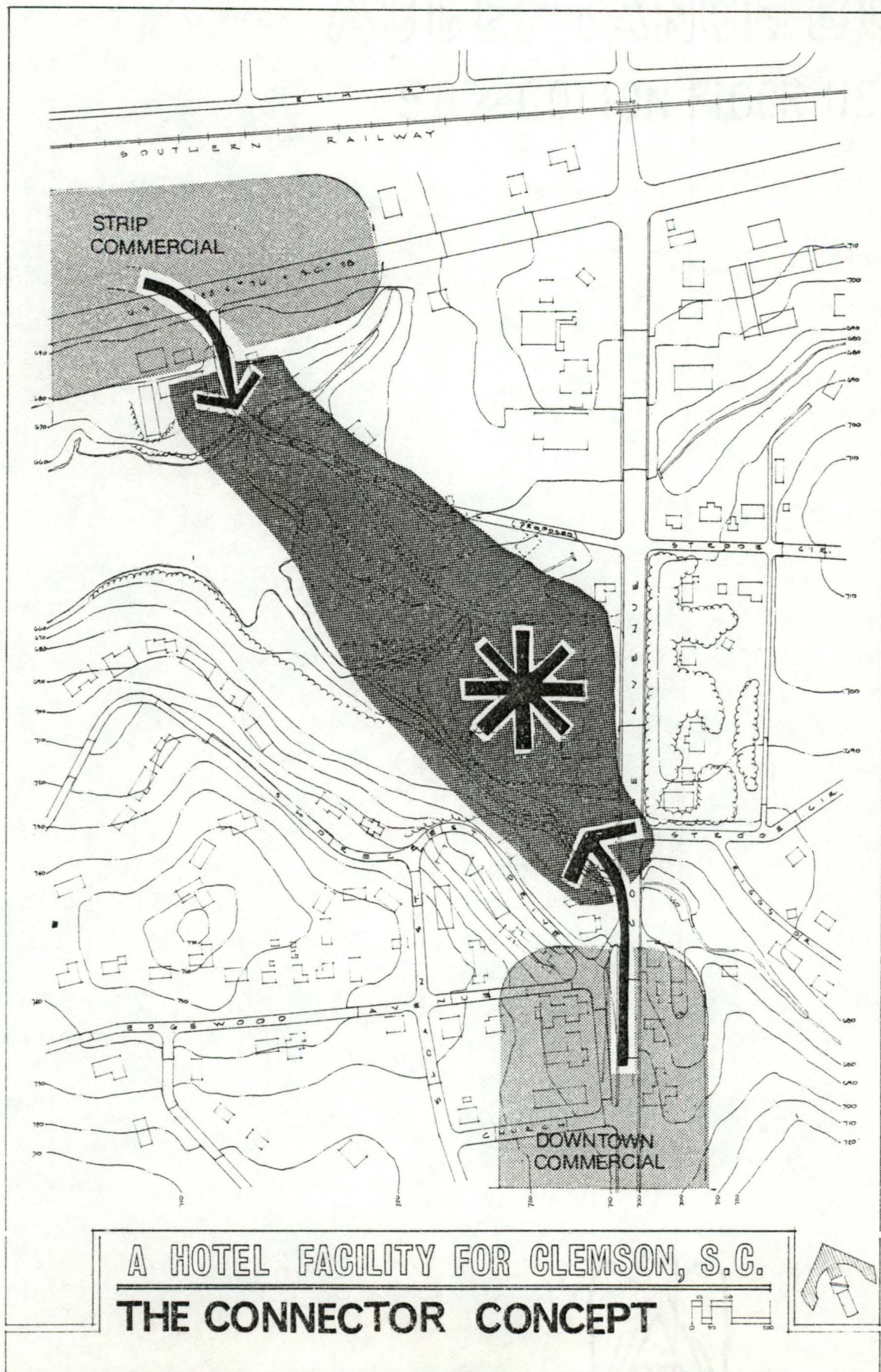


SITE CONCLUSIONS

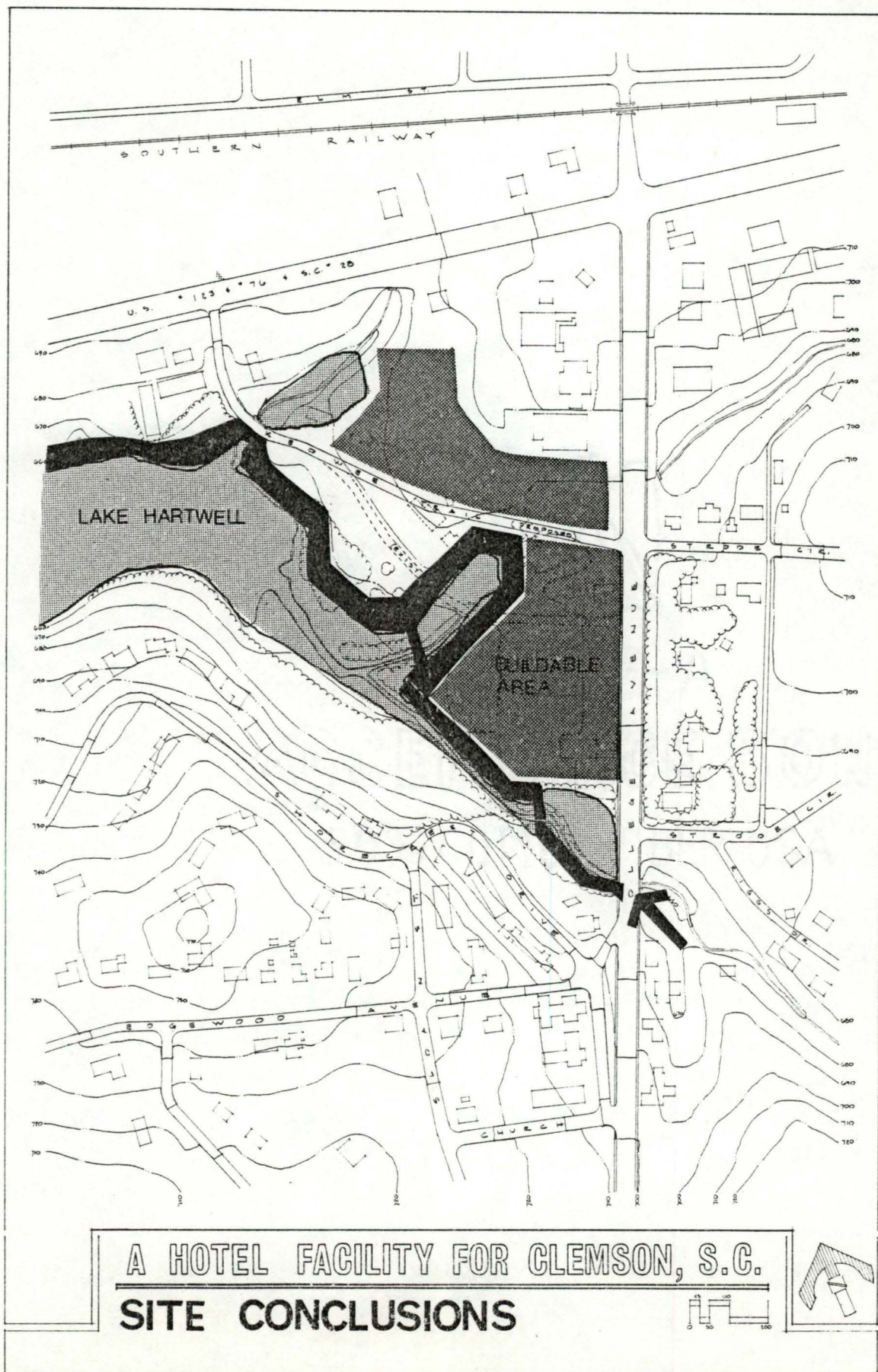


## SITE CONCLUSIONS

It is proposed that the area occupied by the former Winn Dixie become the prime building area and that dredging to establish Lake Hartwell's presence occurs along the existing stream beds and adjacent low-lying areas. This waterfront area in turn would become a major pedestrian connector linking the downtown and U.S. 123 commercial areas. Access to this connector along College Avenue would be near the SCN Bank. Access from U.S. 123 would be adjacent to Pixie and Bill's Restaurant. Keowee Trail would be re-routed as shown and its adjoining properties zoned for high density residential development. Service access to the hotel complex would be from Keowee Trail while the public vehicular access to the complex would occur along College Avenue.









DESIGN PROGRAM

## DESIGN PROGRAM

The following design program has been developed jointly from research into user needs based on projected activities and case study research into hotel projects having characteristics similar to the proposed hotel for Clemson. The program is organized into public areas and private areas.

## ARRIVAL SPACE

The arrival space would be the user's first contact with the hotel and as such would set the initial mood of the complex. In addition to lobby and lounge areas, it would contain the registration desk which would be a control point for arrivals and departures, as well as observing movement to the various functions of the building.



ARRIVAL:	SPACE	DESCRIPTION	AREA
	Entry	Well defined and directly related to auto drop-off area.	500
	Lobby	Assembly point, hub of circulation for all users.	1,000
	Front Desk	Registration, reception, cashier, and information area conspicuously located to provide security	300
	Bellman's Checkroom	Baggage storage area, close to front desk.	200
	Public/House Phones	Within the lobby area.	200
	Lounge/Exhibition Space	Local artwork display area and information boards	1,500
	Elevator Lobby	Identifiable from lobby area.	400
	Toilets	Public use facilities.	300
		Sub-total:	<hr/> 4,400 sq. ft.

## FOOD AND BEVERAGE SPACE

This space would contain facilities for the storage, preparation and serving of meals and beverages to the public and guests of the hotel. Included would be a restaurant, coffee shop, and bar/lounge with their necessary support functions. These areas should be adjacent to the major circulation routes and take advantage of major views from the building. A variety of spatial experiences should be incorporated into these areas.

## FOOD &amp; BEVERAGE:

SPACE	DESCRIPTION	AREA
Restaurant	Full menu with emphasis on quality meals, service, and surroundings.	4,000
Coffee Shop	Quick food service with limited menu.	1,600
Bar/Cocktail Lounge	Bar and table service, provide lockable bottle storage.	1,000
Private Dining Rooms	For use by private groups, convenient access to food preparation.	750
Kitchen	Complete commercial kitchen.	3,500
Food Storage		
deep freeze	long-term @ 5°F	100
chilled	fresh food @ 35-38°F	100
cooled	vegetables	100
dry	general stores	100
Employee Dining	Near kitchen and locker area.	550
China, Glass & Silver Storage	Near dining areas.	400
Garbage Storage		
refrigerated	spoilable garbage	100
dry	non-spoilable garbage	100
Dishwash Area		100
Waiters' Area	Adjacent to dining area	100
Sub-total:		12,600 sq. ft.



#### ASSEMBLY SPACE

This would contain a large ballroom that can be subdivided as the need arises. Also included would be support facilities needed for storage of furniture and equipment. Meals would be served in these areas, so convenient proximity to food preparation areas is important. Flexible lighting systems and audio-visual connections will be provided.

ASSEMBLY:	SPACE	DESCRIPTION	AREA
	Ballroom Foyer	A welcoming and gathering area.	500
	Ballroom	For banquets, dances, lectures, capable of being subdivided into smaller areas. Capacity would be 700 for meetings, 350 for banquets.	5,000
	Holding Pantry	Prepared meal holding area.	500
	Ballroom Storage	For storage of tables, chairs, stages, equipment, etc.	600
	Cloakroom	Coat storage area.	300
	Exhibition/ Lounge	Display and gathering area.	1,000
	Toilets	Public use facilities.	400
		Sub-total:	<hr/> 8,300 sq. ft.

## COMMERCIAL SPACE

The commercial space would consist of a number of specialty shops and a movie theater to replace the existing Astro Theater. These areas would be located along a pedestrianway adjacent to the waterfront and linked to the hotel proper.



COMMERCIAL:	SPACE	DESCRIPTION	AREA
	Retail Shops	Primarily small specialty shops.	18,000
	Theater Lobby	Ticket purchase and waiting area.	750
	Seating Area	300 person capacity	2,400
	Toilets	For theater users .	300
	Public Toilets	For shop patrons.	350
		Sub-total:	<hr/> 21,800 sq. ft.

## RECREATION AND ENTERTAINMENT SPACE

This would consist of both indoor and outdoor areas for use by both hotel guests and the general public. In addition to special functions such as a swimming pool, outdoor recreation space would include a landscaped waterfront development.

**RECREATION AND  
ENTERTAINMENT:**

<b>SPACE</b>	<b>DESCRIPTION</b>	<b>AREA</b>
<b>Night Club</b>	Would provide nightly entertainment for the general public and guests.	<b>3,000</b>
<b>Health Club</b>	Would contain saunas, jacuzzis and weight room, open by membership to public.	<b>2,000</b>
<b>Swimming Pool</b>	Outdoor heated pool.	<b>2,500</b>
<b>Pool Mechanical</b>	Filters, pumps, and storage for pool equipment.	<b><u>3,000</u></b>
	<b>Sub-total:</b>	<b>10,500 sq. ft.</b>



## GUEST ROOM SPACE

Guest rooms would be designed for overnight lodging or stays of a short duration. A majority would be oriented towards the lake view with the remainder having views towards the city and campus. Typical rooms would contain two double beds, have a bath and dressing area, and open to a balcony. A limited number of suites would contain kitchenettes. Service facilities on each floor would include a housekeeping area, linen supply and access to a service elevator.

## GUEST ROOMS:

## SPACE

## DESCRIPTION

## AREA

Guest Rooms  
(typical)

Would contain two double beds with light tables, limited area for seating and television viewing and a dressing table and luggage rack. Dressing area and closet would be adjacent to a full size bath.

224 thus at 450 sq. ft.

100,800

Guest Rooms  
(suite)

Same as above but also contains kitchenette, living room space, and extended balcony.

16 thus at 750 sq. ft.

12,000

Service Area

Separate service area at service elevator lobby.

100

Service Elevator

Would open directly into service lobby.

64

Service Lobby

Provide for service cart storage.

50

Linen Storage

Supplied nightly from general linen storage.

50

General Storage

For cleaning equipment.

50

Sub-total:

113,114 sq. ft.

#### ADMINISTRATION SPACE

This "front of house" space would include areas for the hotel manager, head cashier, accountants, and the sales staff. These areas would be in close proximity to the registration desk.



ADMINISTRATION:	SPACE	DESCRIPTION	AREA
	Complex Manager Office	Would have access from lobby.	300
	Front Office Manager	Would have access from lobby.	200
	Secretaries	Related to managers' offices.	200
	Head Cashier	Adjacent to registration.	200
	Accounting & Records	Related to head cashier.	400
	Telephone Switchboard	Related to registration desk.	200
	Sales & Reservations	Directly related to lobby.	<u>300</u>
		Sub-total:	1,800 sq. ft.

#### GENERAL SERVICES SPACE

Generally described as the "back of house" this space would contain employee facilities, receiving, storage, and maintenance areas, along with house-keeping activities.

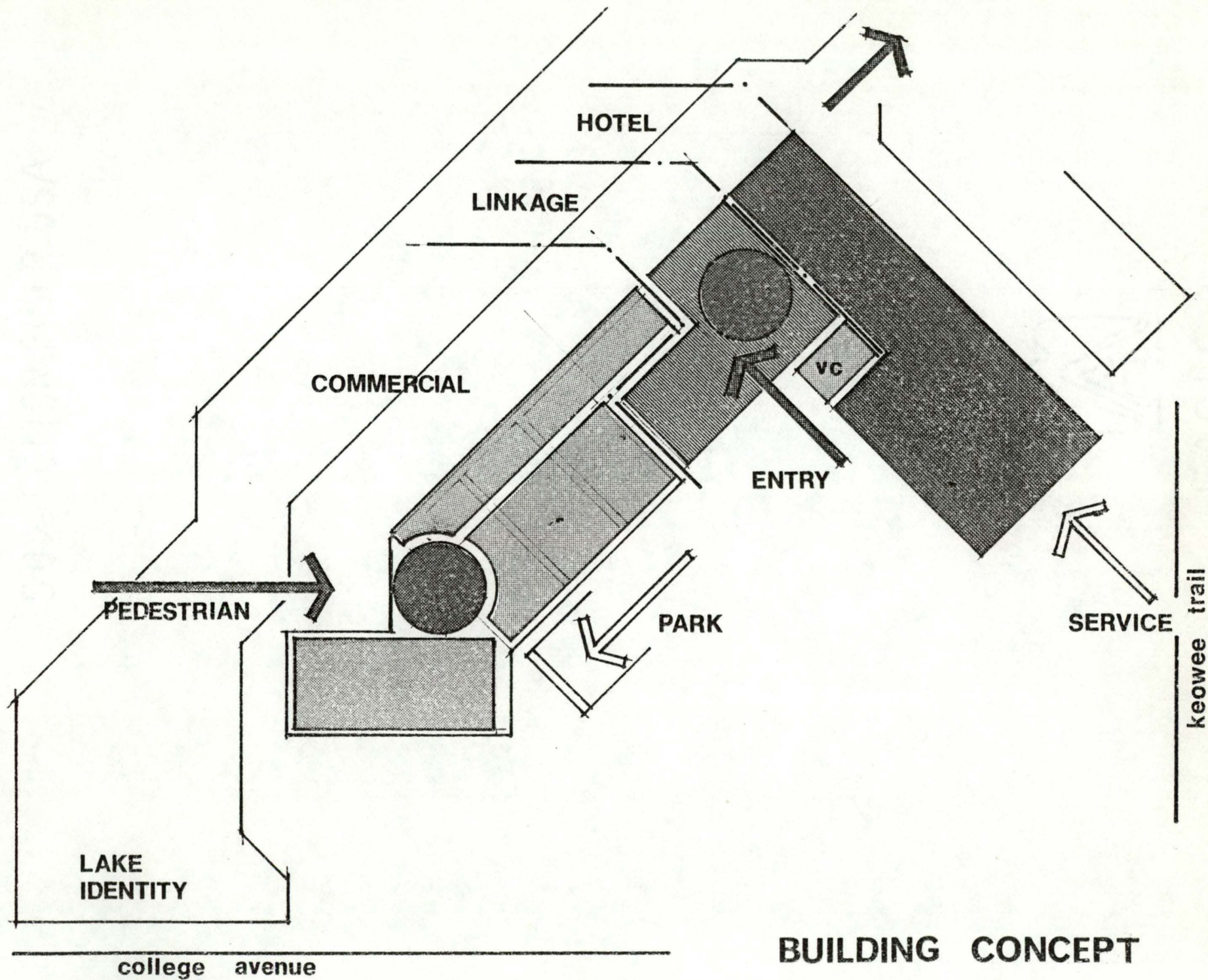
GENERAL SERVICES:		SPACE	DESCRIPTION	AREA
	Receiving Office		Check-in station for all goods and employees. Adjacent to loading dock for security reasons.	450
	Housekeeping Office		Would direct room attendance service. Provide safe storage for found objects	200
	Linen Storage		Central linen supply.	500
	General Storage		Furniture, cleaning goods, maintenance items.	500
	Employee Lockers & Showers		Would include changing area.	900
	Maintenance Room		For repairs of furnishings.	1,000
	Power Vault		Would contain switch gear.	300
	Telephone Vault		Would contain telephone.	300
			Sub-total:	<hr/> 3,700 sq. ft.



TOTALS:	SPACE	AREA
	Arrival	24,400
	Food & Beverage	12,600
	Assembly	8,300
	Commercial	21,800
	Recreation & Entertainment	10,500
	Guest Rooms	113,114
	Administration	1,800
	General Services	<u>3,700</u>
	Sub-total:	176,214
	Circulation @ 25%	35,250
	Mechanical @ 10%	<u>17,620</u>
	GRAND TOTAL:	229,084 sq. ft.

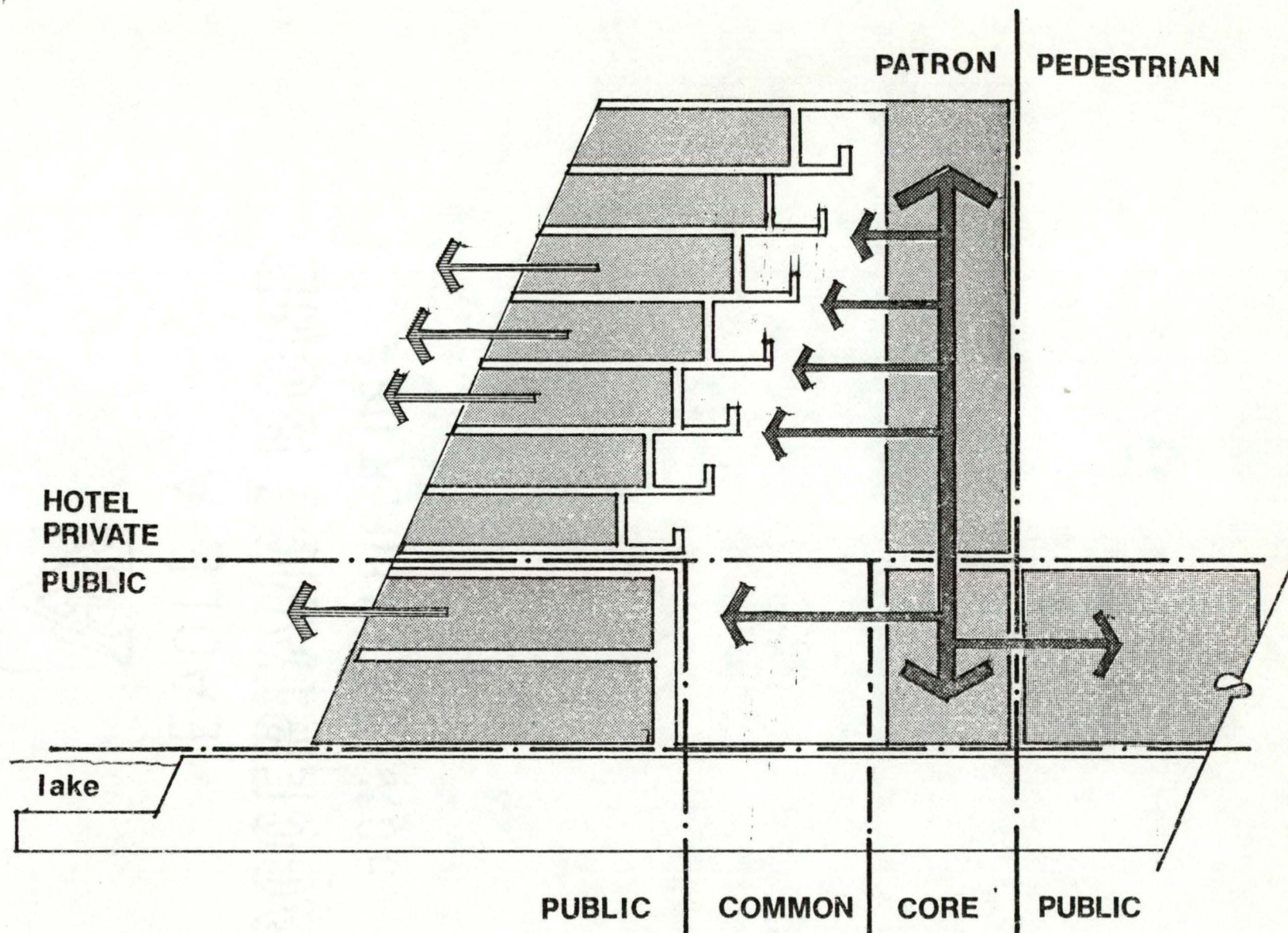
BUILDING CONCEPT





**BUILDING CONCEPT**

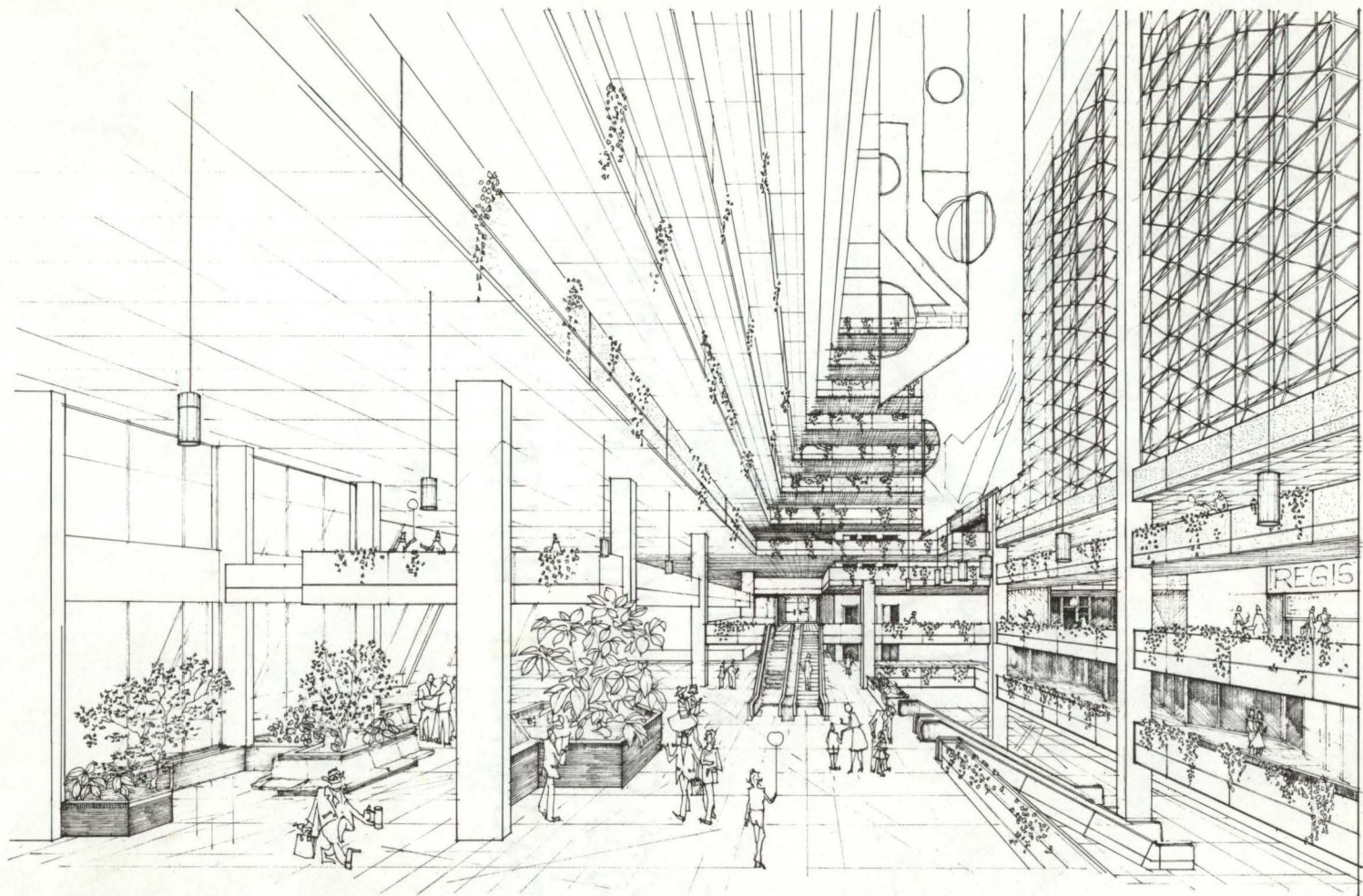




**BUILDING CONCEPT**

SOLUTION





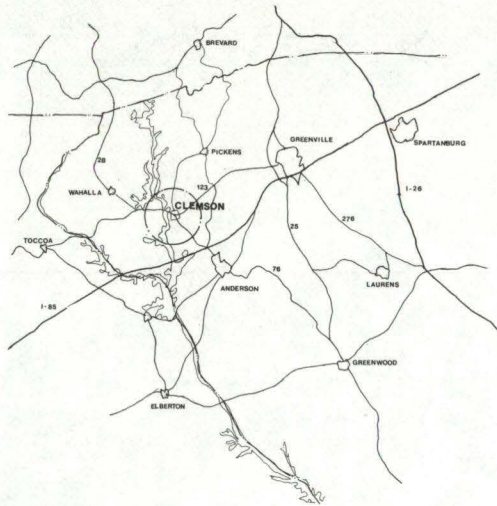
# A HOTEL FACILITY FOR CLEMSON, S. C.

A TERMINAL PROJECT SUBMITTED TO THE FACULTY OF THE COLLEGE OF ARCHITECTURE, CLEMSON UNIVERSITY IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARCHITECTURE.

Derek Lee Hodge

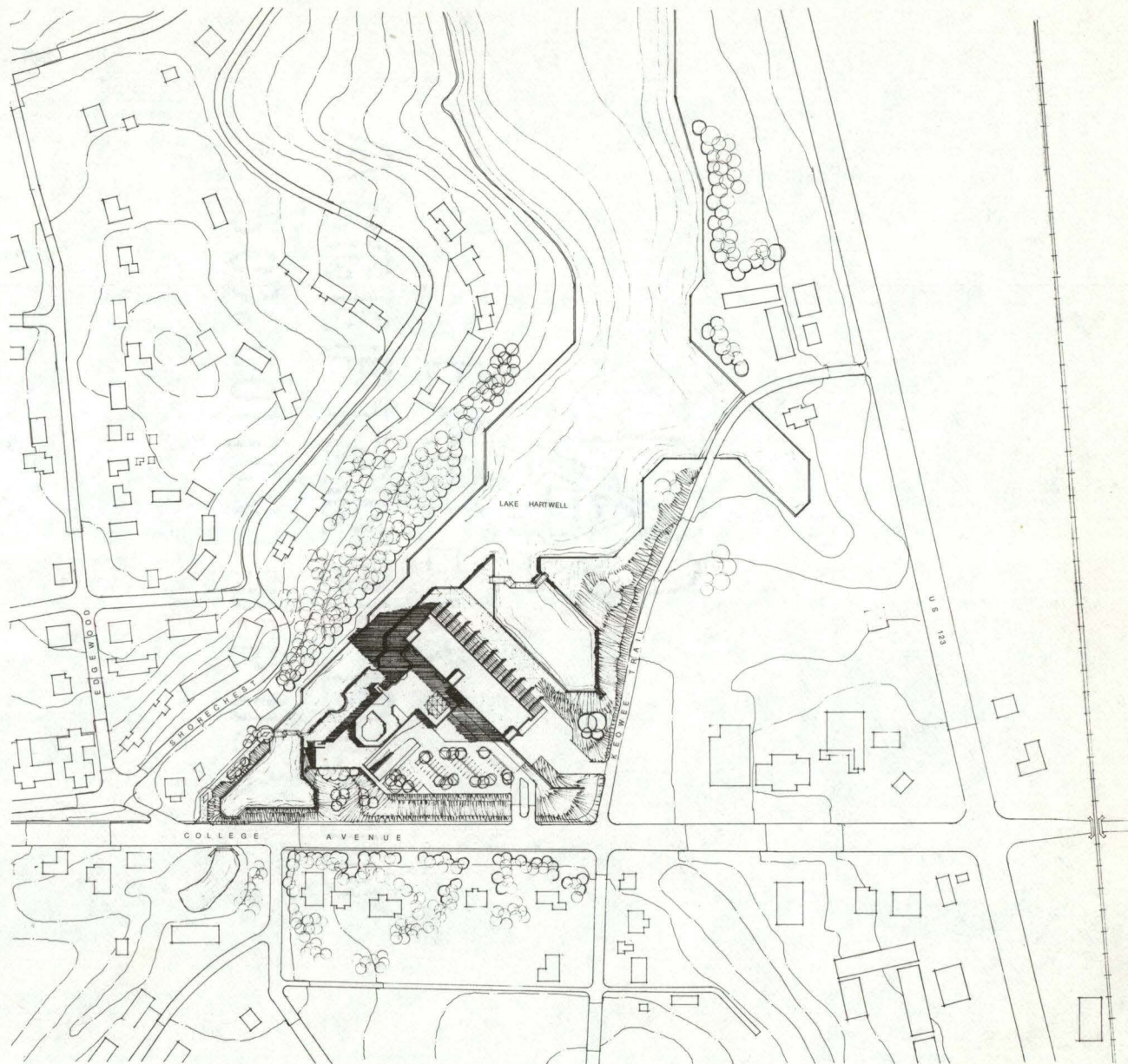
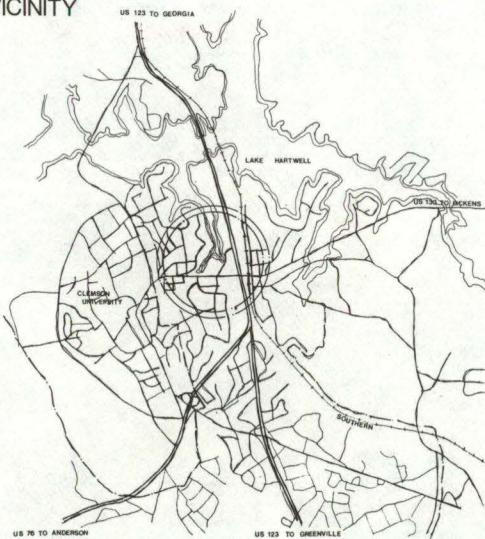
Fall 1980



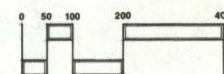


REGION

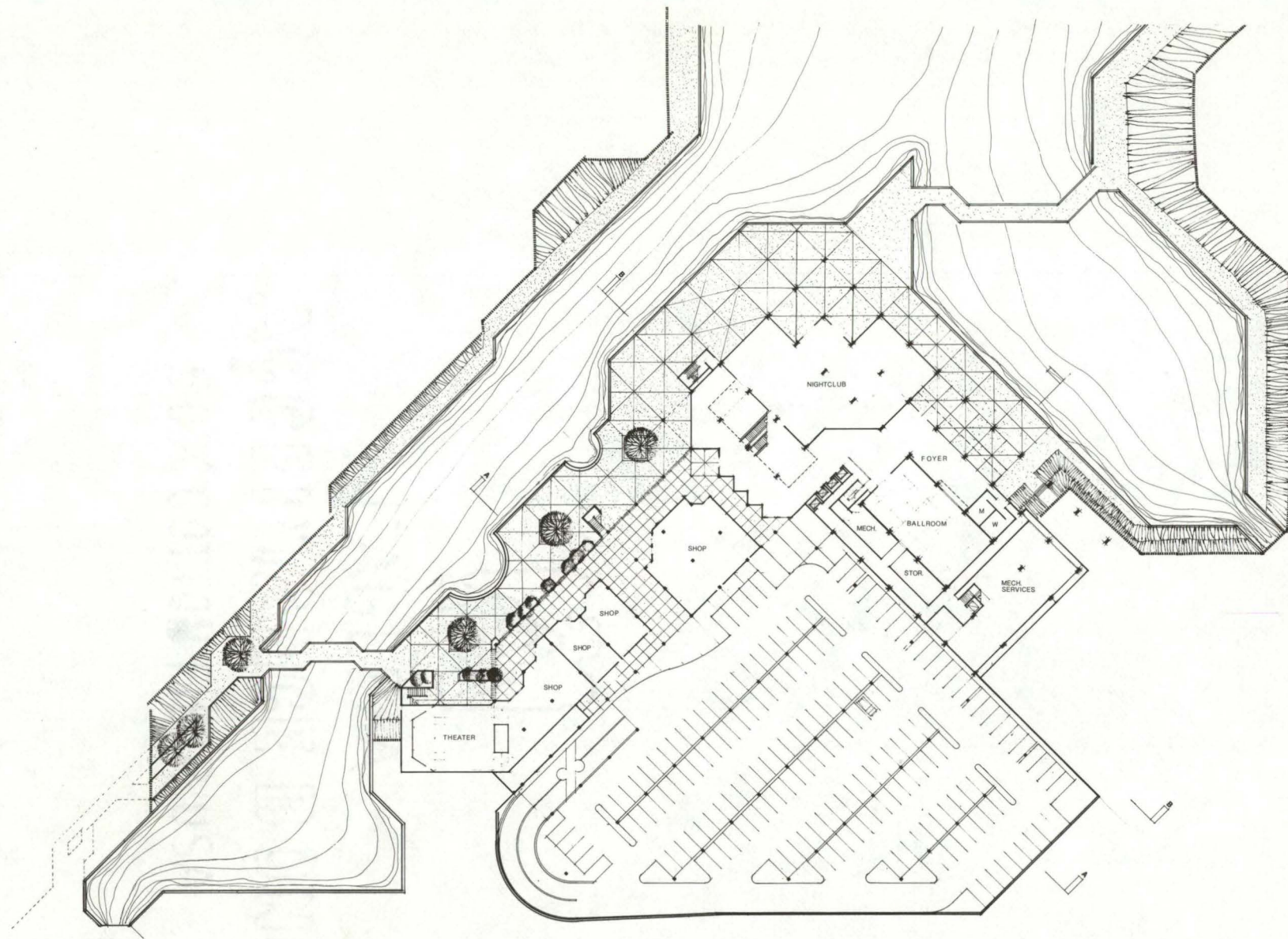
VICINITY



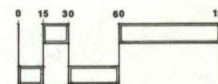
SITE



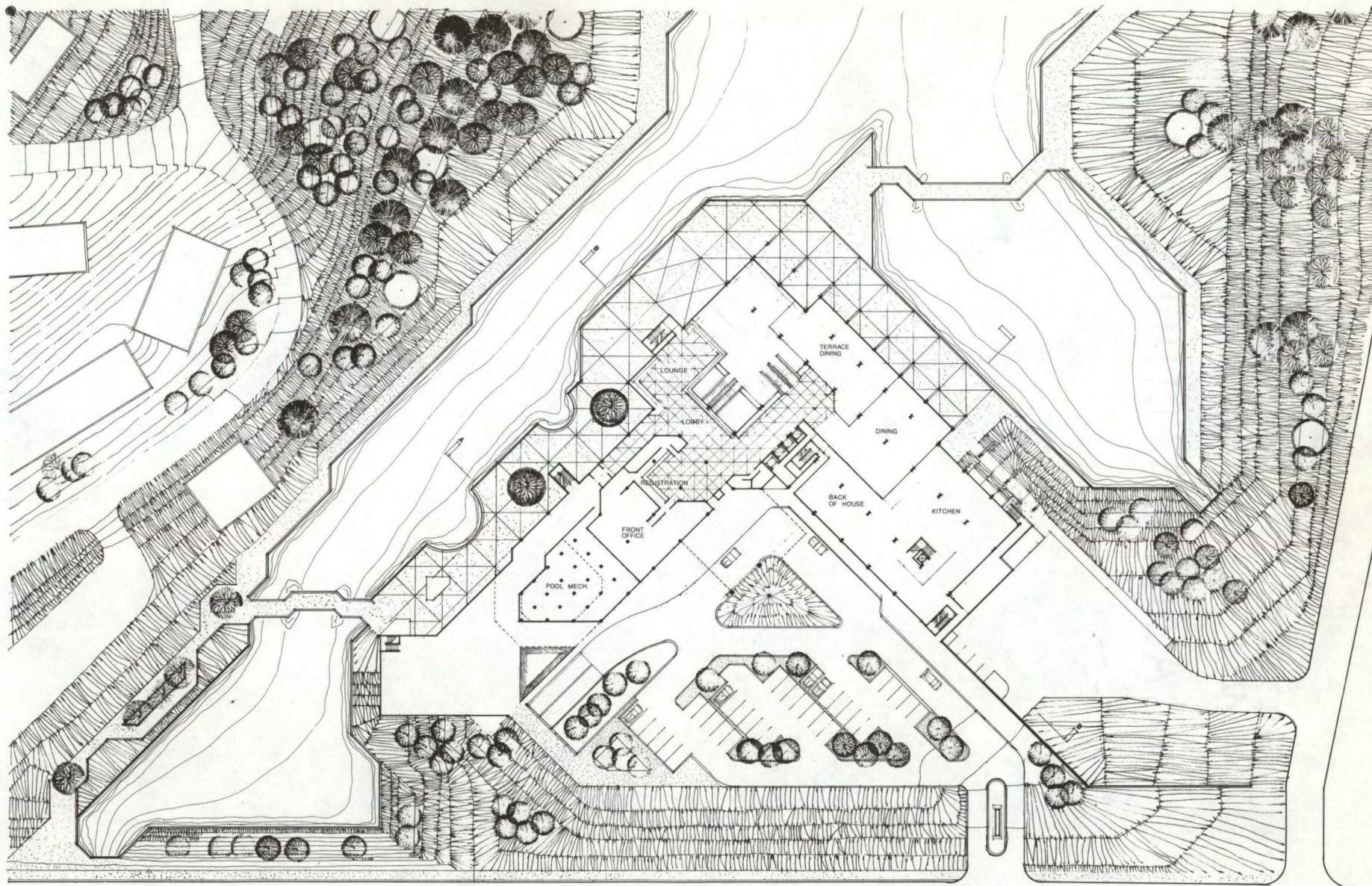




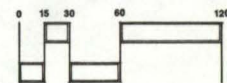
MALL



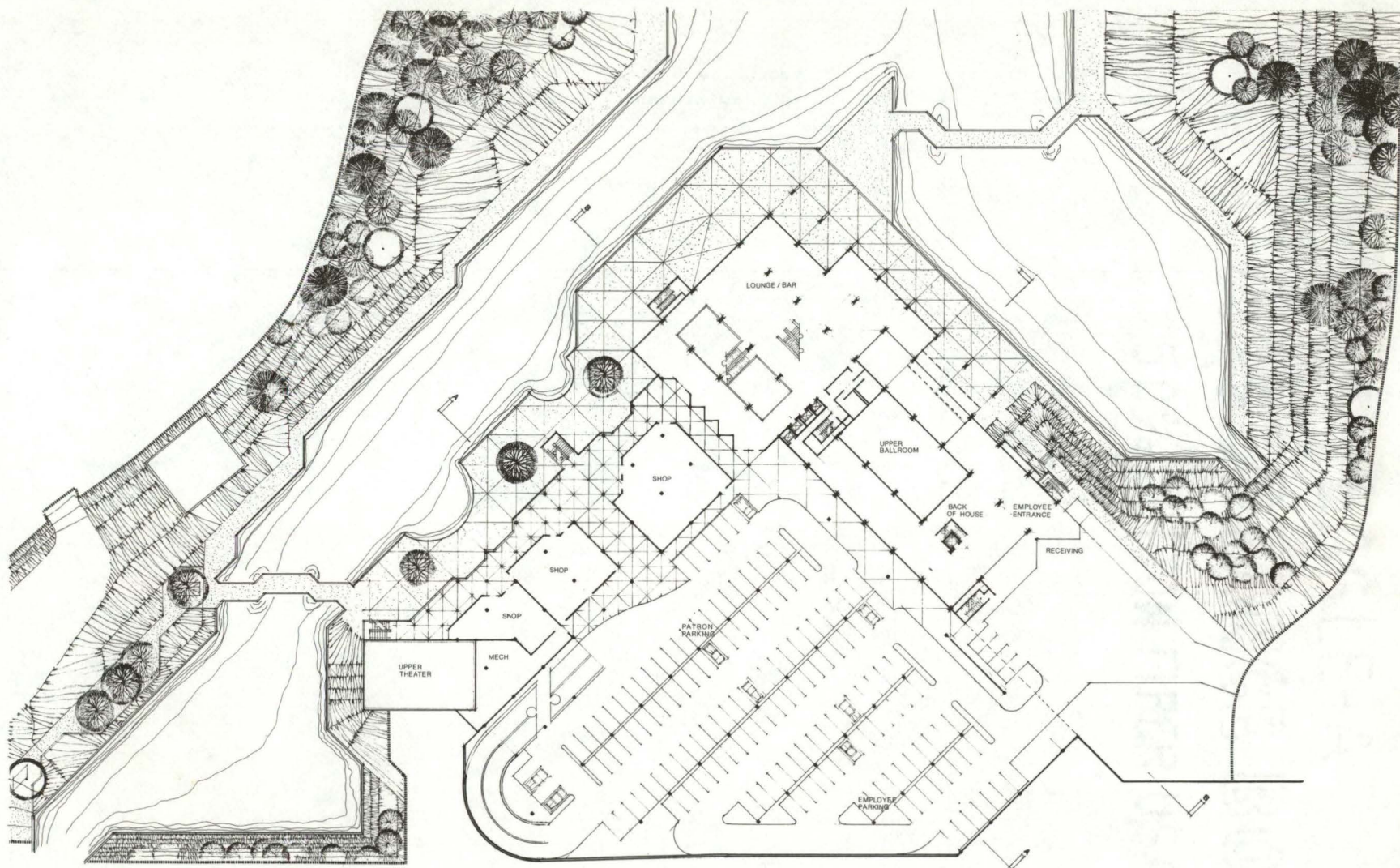




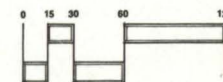
LOBBY



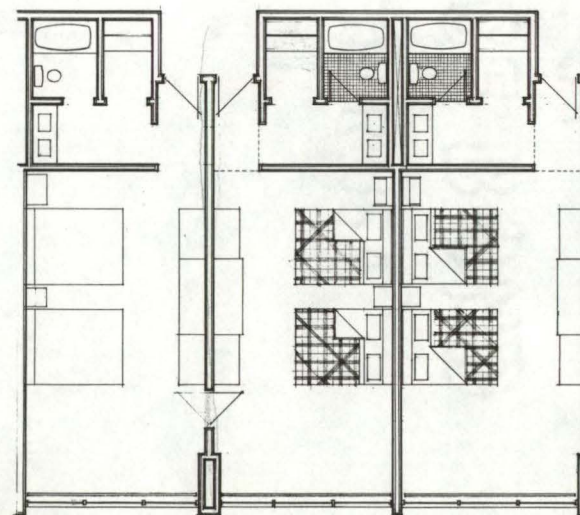
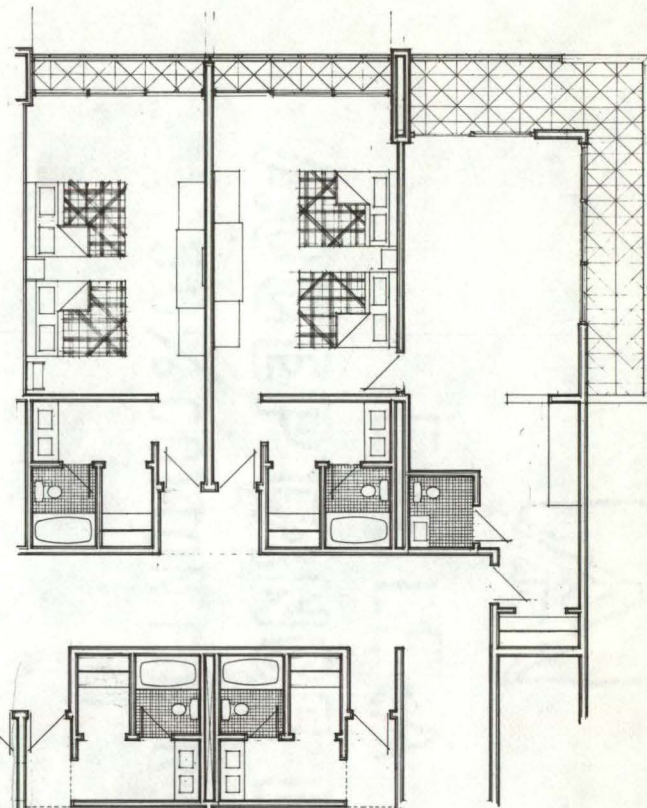
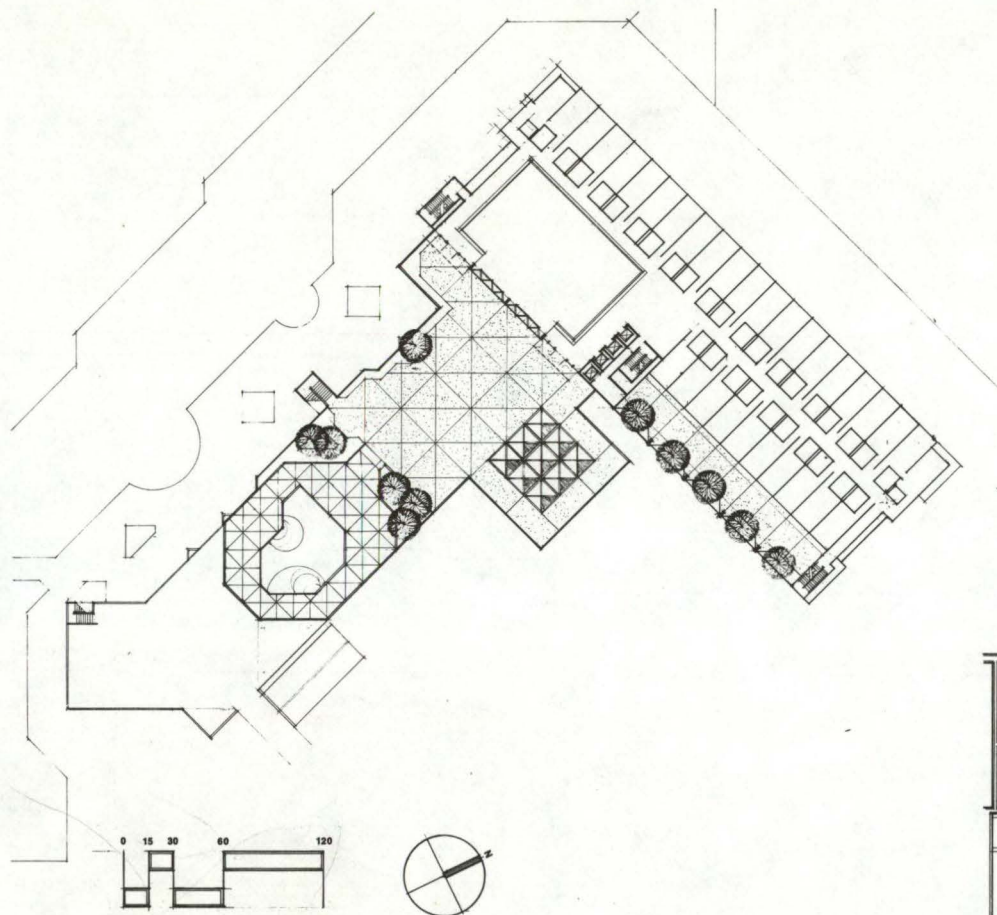




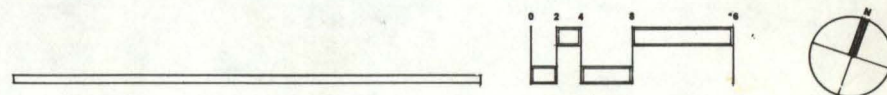
MEZZANINE



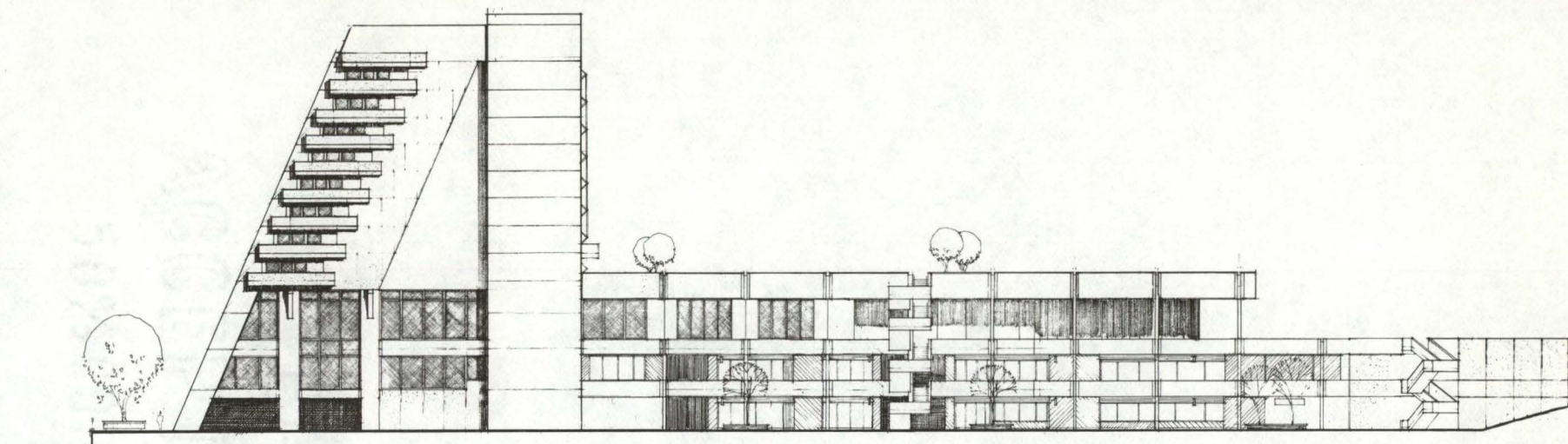




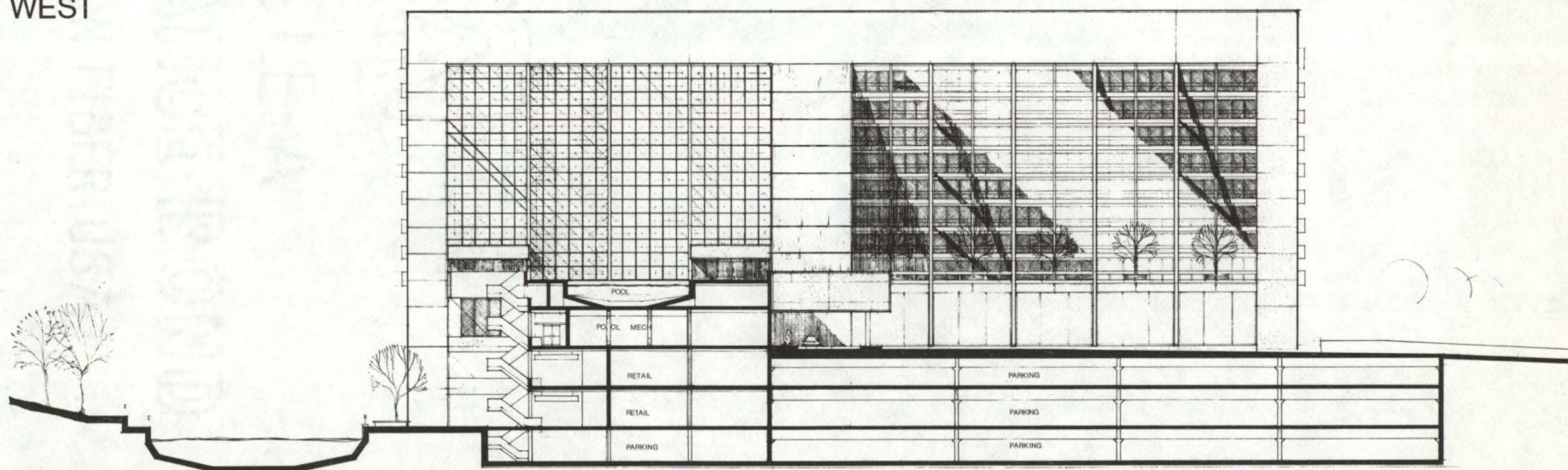
POOL / TYPICAL FLOOR





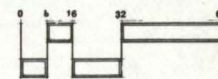


WEST

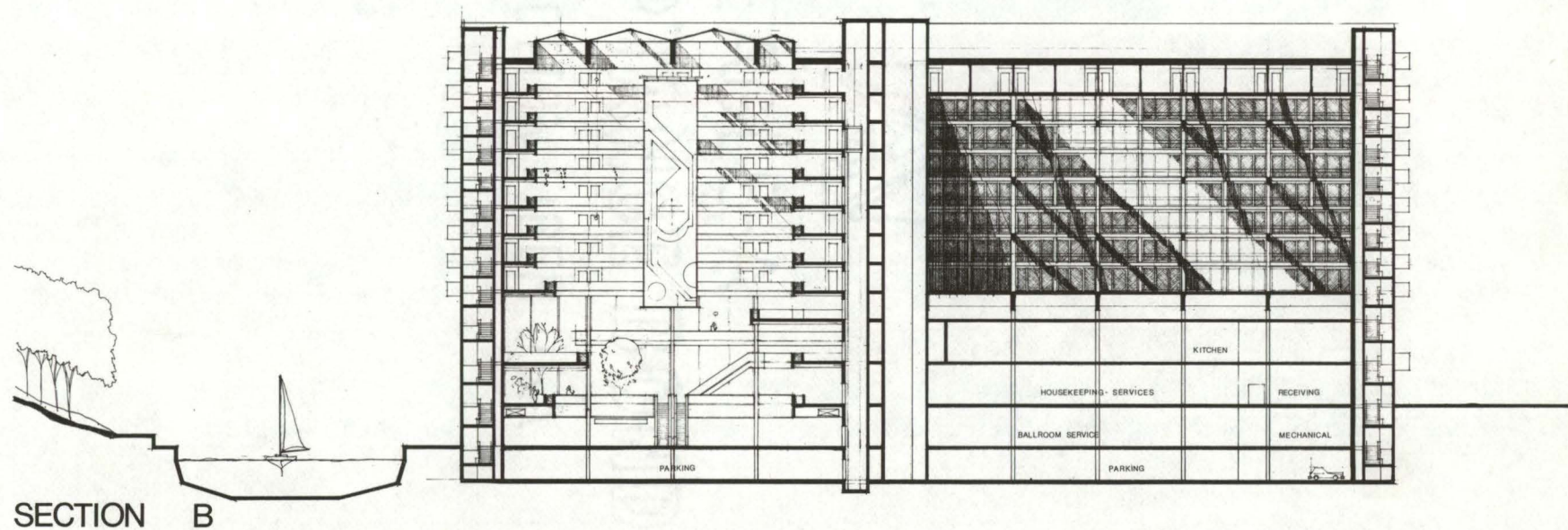
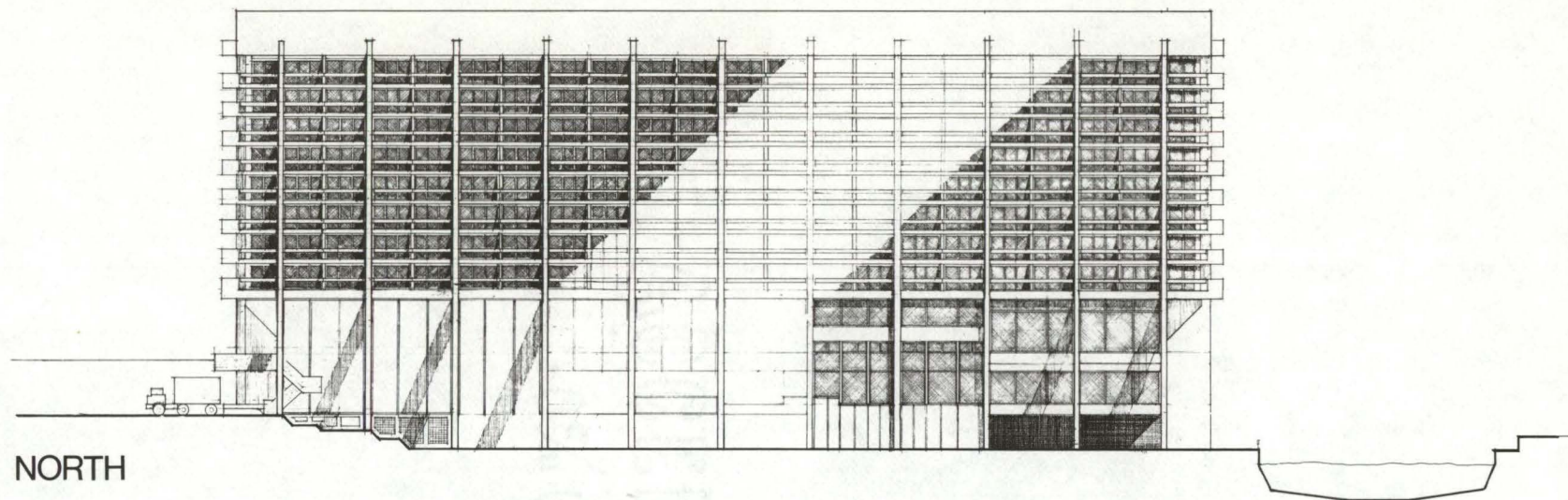


SECTION A

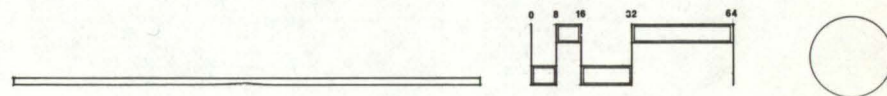
ELEVATIONS / SECTIONS



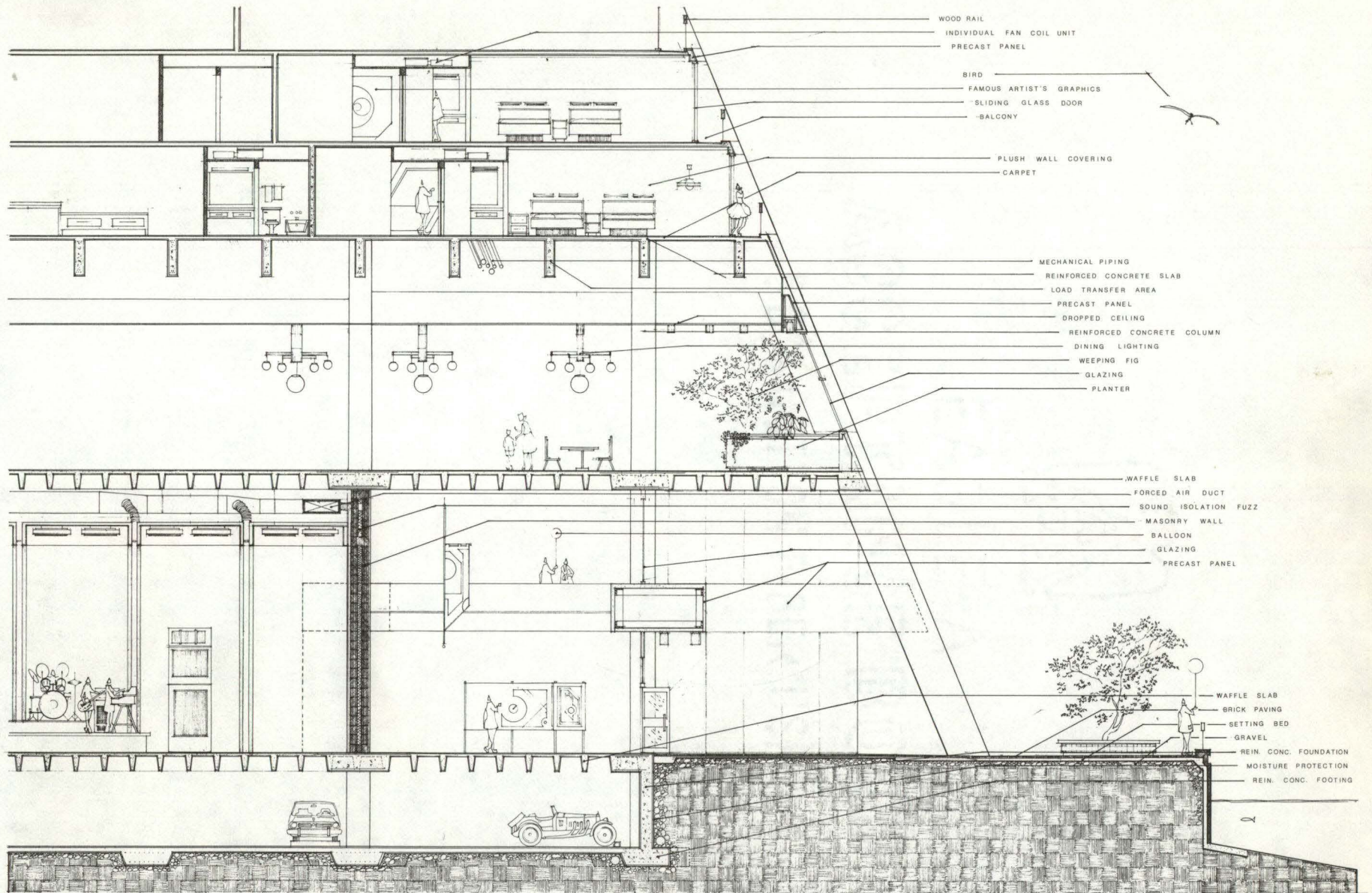




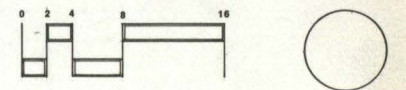
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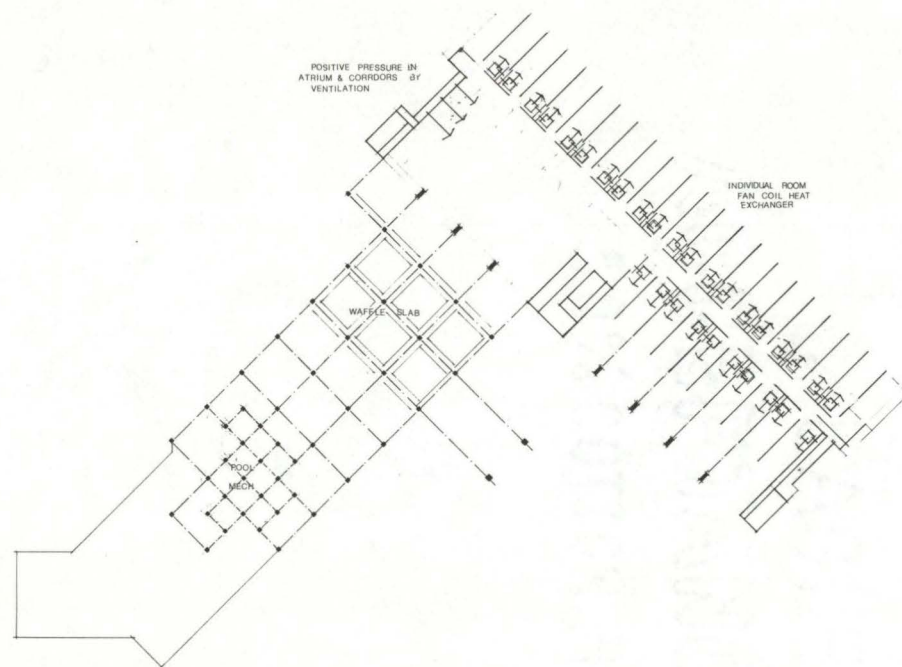




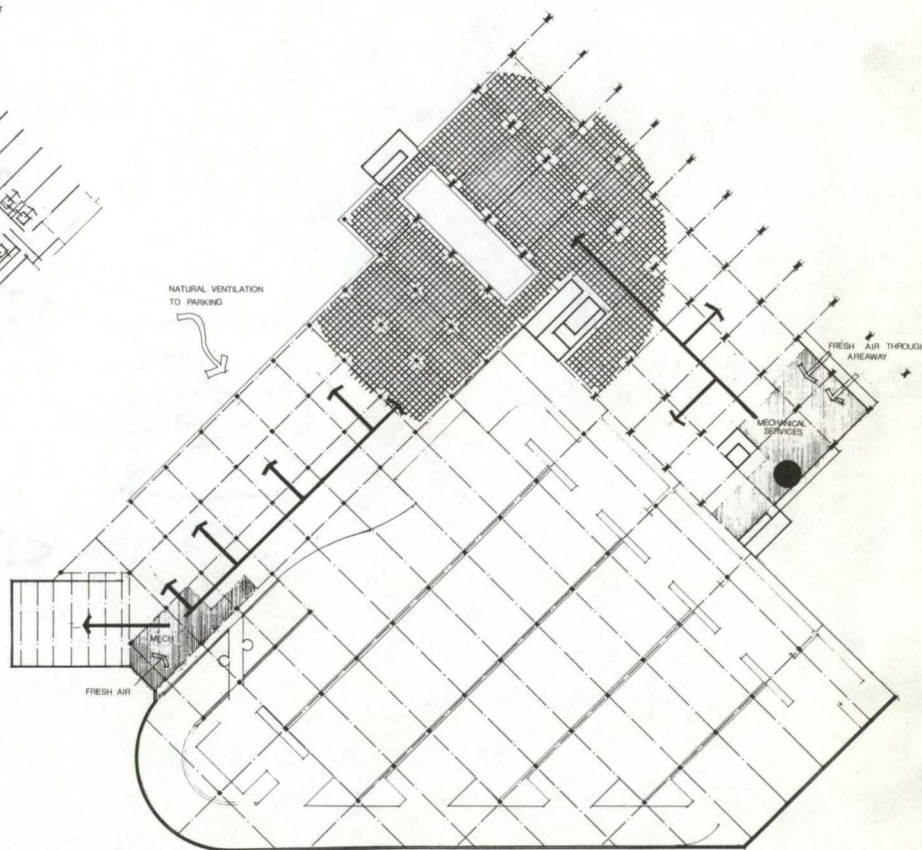
DETAIL SECTION





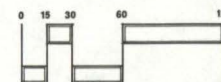
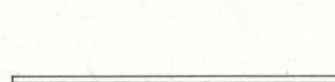


ROOM LEVEL

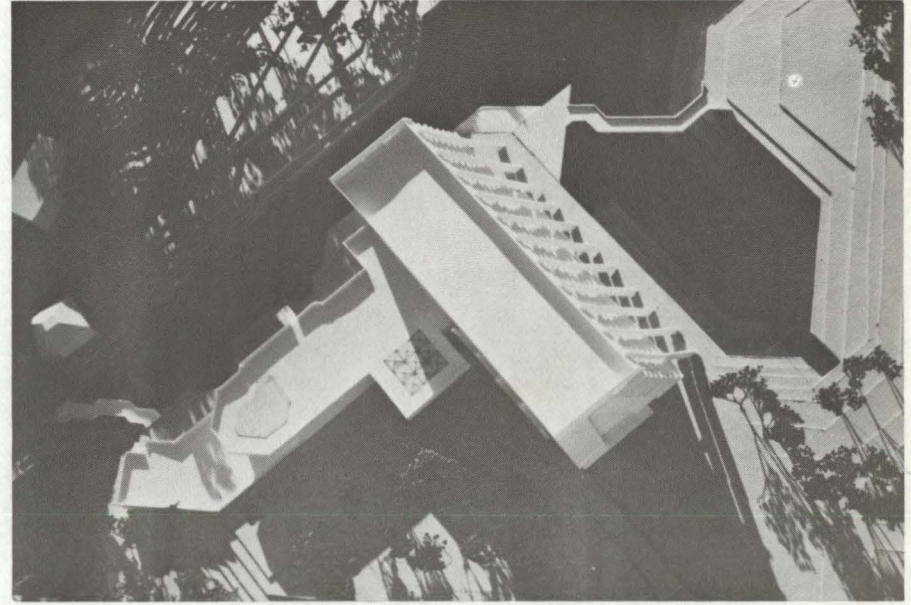
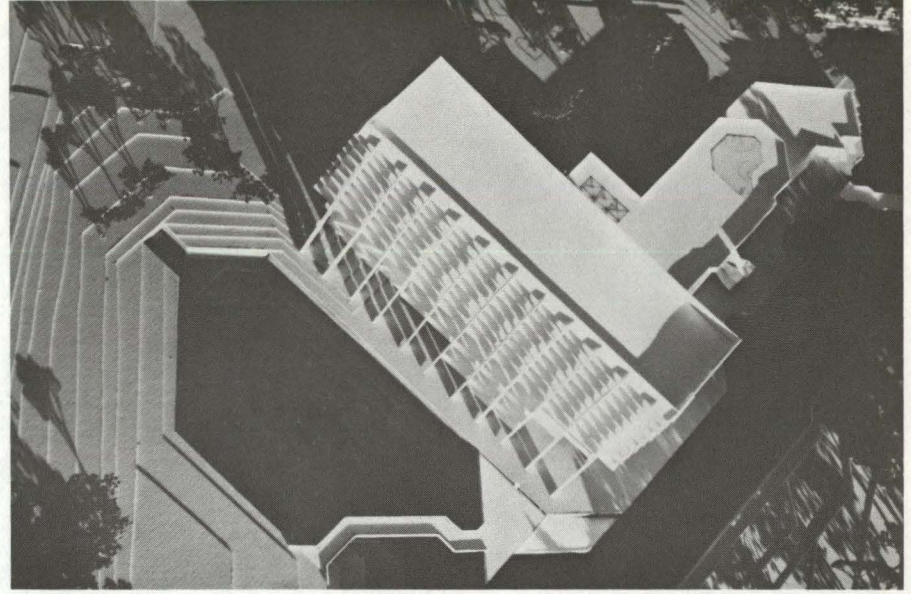


LOWER LEVEL

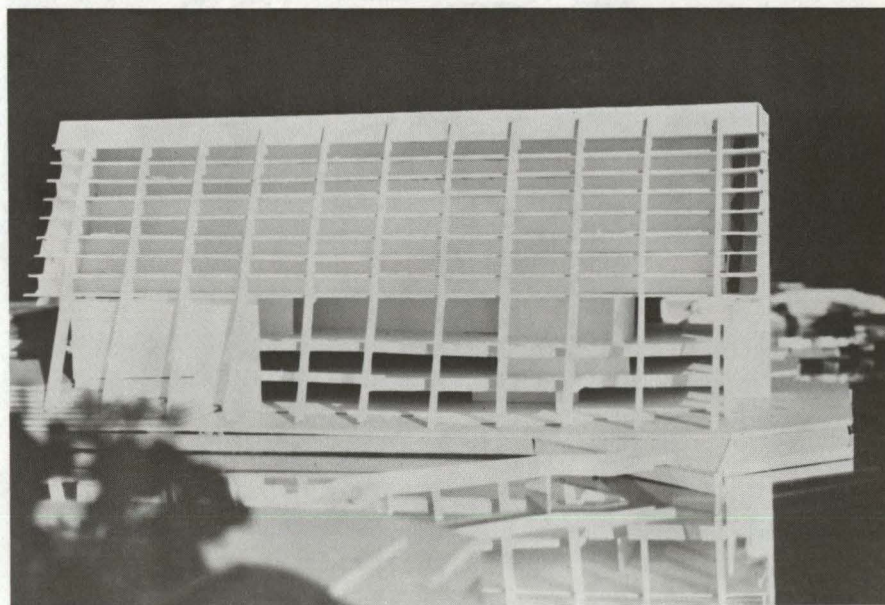
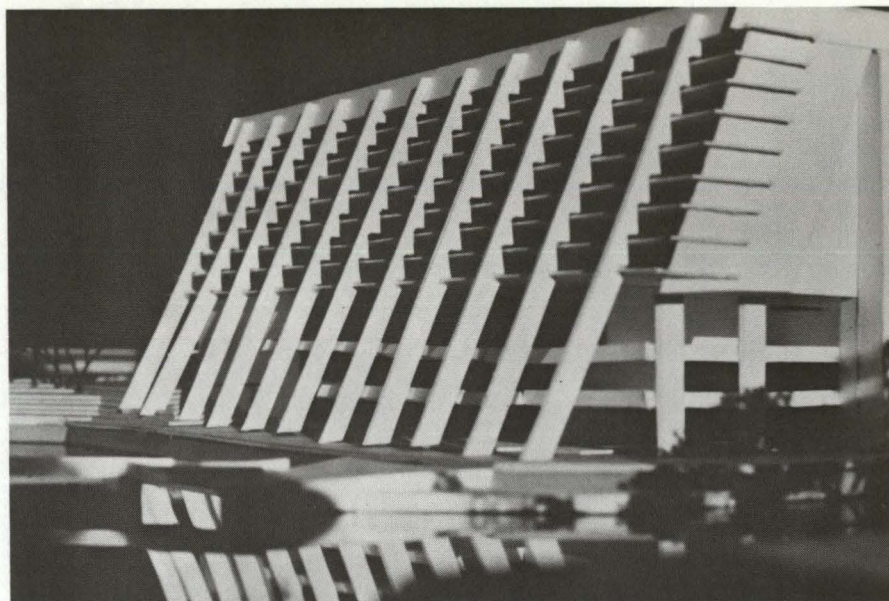
STRUCTURAL / MECHANICAL

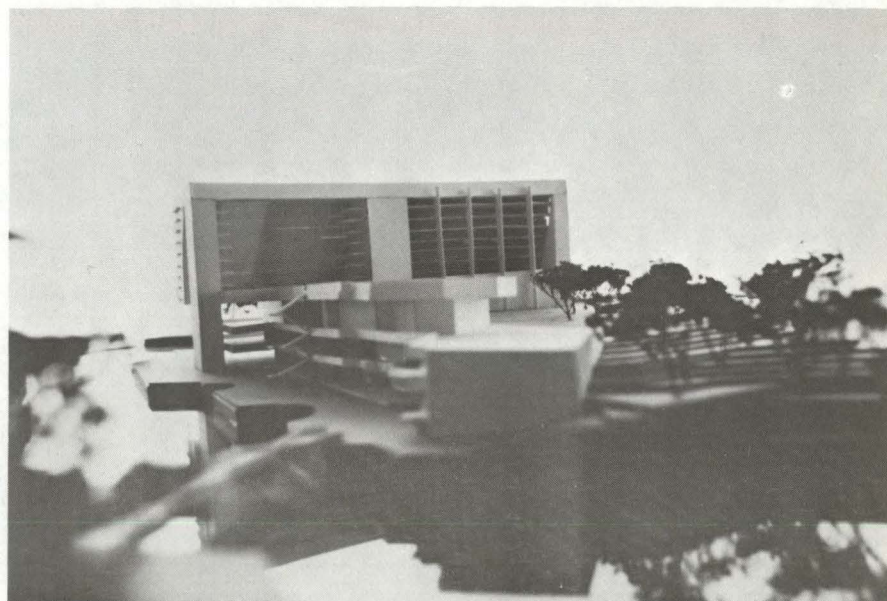
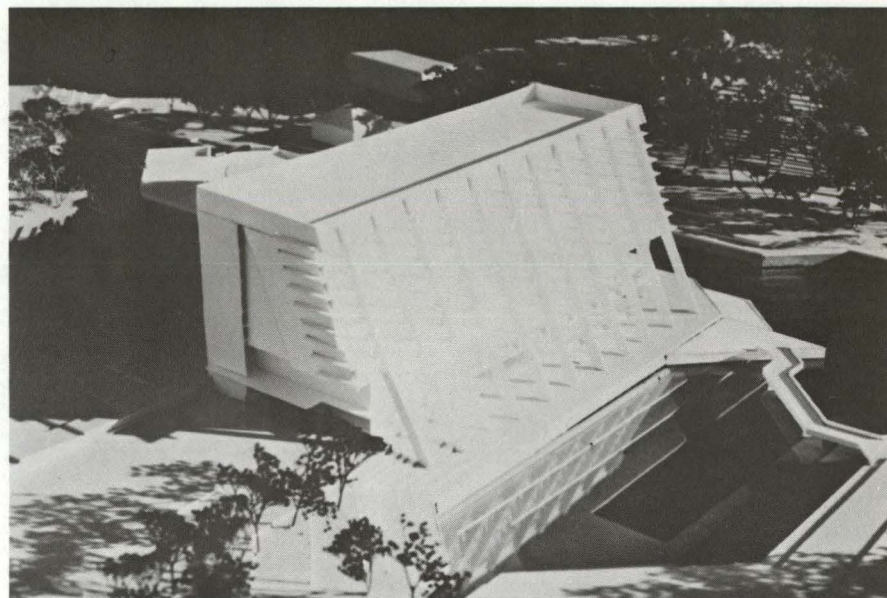














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